Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

February 16, 1959
Volume 30 • Number 7
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill.

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THE NATIONAL NEWSPAPER OF MARKETING

Gossage Calls Admen's Rhetoric 'Pompous, Boring'

Agency Exec Hits Talk of Ads as 'Bulwark of America' at Adclub Clinic

HOLLYWOOD, Feb. 10—The leaders in advertising like to speak of advertising's heroic role in a strong and free America but such talk can well be fatuous, pompous, gratuitous and boring, Howard Gossage, Weiner & Gossage, San Francisco, declared yesterday at the broadcast advertising clinic of the Hollywood Advertising Club.

Pricking at advertising's pretensions, Mr. Gossage observed that while advertising does make the wheels go around—"our wheels anyway"—this is not necessarily a subject for public discussion.

As for advertising being the bulwark of a strong America, he noted that about half of the current total ad expenditure of $10 billion goes for cosmetics, soap, cigarets, beer and wine and patent medicines.

■ Discussing the controversy over whether advertising is a "business" or a "profession," Mr. Gossage suggested as an alternative, that it be considered a unique art form. Such a designation could well enchance advertising's claim to being both a business and a profession, he feels.

Art and money are not mutually exclusive, he said. When it is considered that advertising consists of writing, acting, music, art, it is clear it is an art form. Advertising is not unadorned fact. It is an expression of feeling and opinion, subject to internal and external criticism when it is published and performed. Like other forms of art, advertising is not provably essential, Mr. Gossage said. "Even our reason for being, sales results, is hard to define."

■ Talking about effective advertising, Mr. Gossage said it should "involve" people to get them to respond. "People do not read ads, they read what interests them."

(*Continued on Page* 86)

Wilson Cunningham Feemster

PRESENT—*Congressman Bob Wilson (R., Cal.), partner of Champ, Wilson & Slocum Advertising Agency, San Diego; John P. Cunningham, chairman of the board of Cunningham & Walsh, New York, and Robert M. Feemster, chairman of the executive committee, Wall Street Journal and AFA chairman, greet each other at the Advertising Federation of America's mid-winter conference in Washington.*

'A Lot More Than a Listening Post' . . .

Admen's Apathy to U.S. Shocks Wilson

Adman-Congressman Tell AFA Fete Ad Field Ignores 'Political Facts of Life'

WASHINGTON, Feb. 9—Members of Congress and ranking officials of the executive branch of government turned out today for a reception which climaxed the Advertising Federation of America's first mid-winter conference on Washington problems, marking Advertising Week.

With adclubs across the country serving as hosts for their own congressional delegations, such leaders as Rep. Charles Halleck (R., Ind.), and former Speaker Joseph Martin (R., Mass.) were among 125 congressmen present.

At seminar sessions during the day, admen from AFA-affiliated groups throughout the country were briefed on Washington problems and urged to serve as "minute men," ready to spring to arms when the interests of advertising are threatened.

■ At luncheon, however, where Rep. Bob Wilson (R., Cal.), the only active agency owner in Congress, urged advertising to open its own Washington headquarters, AFA conceded that there is still some uncertainty as to whether there will be a Paul Revere to summon the minutemen in an hour of need.

AFA's chairman, Robert M. Feemster, who also is executive committee chairman of the *Wall Street Journal*, told Rep. Wilson that the organization has been trying to raise $40,000 for a Washington listening post, but is having "a heckova time raising it."

The congressman's reply was that he for one was ready to make

(*Continued on Page* 30)

REA Groups Plan Ads Hitting Back at Utilities

Aubrey, Finley Agency Presentation Gets Good Reception as Co-ops Meet

WASHINGTON, Feb. 12—The debate over the government's role in the electric power business took on a new dimension this week as members of the National Rural Electric Cooperative Assn. moved toward a public relations and advertising program to get their story to the public.

The scope of the program must still be ironed out in conferences between NRECA headquarters and the state organizations, but the plan, if it reaches its full potential, would involve national advertising to tell the 150,000,000 city dwellers about the association.

■ Officers and members of the rural electric co-ops think their movement has been hurt by some of the ads run by private electric utilities. They contend this kind of thing wouldn't get very far if the voting public had all the facts about the achievements of the rural electrification movement.

■ As they see it, their assignment is two-part. First, they feel that many members of their own co-ops are ill-informed and unaware of the stake they have in protecting and strengthening the co-op. These people would be reached in an advertising and public relations program in local and internal media.

Secondly, however, they see a need to get the rural electric story to the entire country. "People have the impression that we are wards of the government, existing at the taxpayer's expense," association officials lament. "They need to be told that we own our own business, that we only borrow from the government and that we repay what we borrow."

■ With a strong send-off from NRECA's national headquarters,

(*Continued on Page* 86)

Abrams Resigns Ad Post at Revlon; to Head Other Marketer

NEW YORK, Feb. 13—This morning George Abrams handed in his resignation as advertising vp of Revlon Inc. He departed today for a two-week West Coast vacation, at the end of which he will assume the presidency of an unnamed package goods company, possibly a Revlon competitor.

At the same time ADVERTISING AGE learned that William R. Dahlmann, who left Revlon for Batten, Barton, Durstine & Osborn, is returning as a group marketing director. And Emanuel Goren is resigning as manager of the Lehn & Fink division (Tussy cosmetics, Lysol) of Lehn & Fink Products Corp. to join Revlon as vp and general manager of the Thayer laboratories division.

While Mr. Abrams would not

(*Continued on Page* 87)

GM Replaces Ford as No. 1 Farm Paper User

GM Spending Off in '58, but Ford's Was Off More; Harvester Up $400,000

CHICAGO, Feb. 13—General Motors Corp. replaced Ford Motor Co. as the No. 1 advertiser in farm publications in 1958. GM's total expenditure was $1,630,801, a decrease of $193,110 below 1957.

Ford, however, which dropped from first in 1957 to the runner-up spot, spent $1,565,603 in farm publications in 1958, a drop of $327,086, according to figures compiled by Farm Publication Reports.

International Harvester Co. jumped from fourth place in 1957 to a close third, with '58 expenditures of $1,514,069. It was the only company among the first four to increase its farm publication expenditures, spending $398,647 more. American Cyanamid dropped from third to fourth place, spending $988,110, a $505,108 decrease from 1957.

■ Others in the top ten in '58 were, in order, J. I. Case Co., $976,974 (up $523,146); Massey-Harris-Ferguson, $868,205 (up $348,112); Chas. Pfizer & Co., $723,697 (down $270,748); Ralston Purina Co., $714,472 (up $172,559); Deere & Co., $616,972 (down $42,111); and Goodyear Tire & Rubber Co., $549,883 (up $10,640).

A total of 3,054 advertisers appeared in the 37 FPR member publications last year. Of these, 294 spent $25,000 or more; 96 advertisers invested $100,000 or more in farm publications during 1958, and accounted for 57% of the advertising revenue. #

Aging Trend Among Admen Fades; in '58 Average Age at Death Was 60.3

CHICAGO, Feb. 13—The average age at death of advertising men, which in 1957 climbed to a point closer than usual to that of the average for the male population at large, dropped again in 1958—a 2.7-year decline to 60.3 years. In 1957 the average was 63.

The figures represent averages compiled from obituaries carried in ADVERTISING AGE.

While the 60.3 average age last year is below the 1957 figure, it is still well ahead of the 57.9-year span reported in 1956. Average age at death for admen in other years was 58.9 in 1955, 61.5 in 1954, 58.8 in 1953, 61.3 in 1952, 57.3 in 1951, 57.5 in 1950 and 62 in 1949, according to AA's studies.

A drop was also recorded last year in another category: In 1958, 43.6% of the admen who died were over 61, compared with 60.5% in 1957. Again, however, the 1958 figure shows more admen attaining the age of 61 or more at death than did the 1956 percentage, 42.6%.

For comparison, the Institute of Life Insurance reports the life expectancy for white males in 1956 (latest year for which figures are available) is 67.3 years, the same as in 1955.

The American Dental Assn. said

(*Continued on Page* 83)

Last Minute News Flashes

Jantzen Shifts Sportswear Ads to Hockaday

PORTLAND, Feb. 13—Jantzen Inc. has appointed Hockaday Associates, New York, to handle advertising for its men's and women's sportswear divisions. The previous agency, Botsford, Constantine & Gardner, will continue to handle the company's foundation garment division. The account will bill more than $1,000,000.

Borg-Warner Will Interview Six Agencies

CHICAGO, Feb. 13—Borg-Warner Corp. will interview six agencies next week prior to naming an agency to handle its institutional advertising, AA learned today. One of the six will be J. Walter Thompson Co., which now handles the account.

Keyes, Madden & Jones Adds Four Accounts

CHICAGO, Feb. 13—Keyes, Madden & Jones today announced the acquisition of four new accounts—Joanna Western Mills Co., manufacturer of window shades, industrial fabrics and Kaywood wood shutters (formerly with Hanson & Stevens); Dr. West's Insta-Clean denture cleaner (formerly with Henri, Hurst & McDonald); Revere Camera Co. tv advertising (Jones Frankel Co. continues to handle all other media), and H. H. Hixson & Co. for a new coffee to be introduced next month in New York and Chicago.

(*Additional News Flashes on Page* 87)

Drug Ads Must Be Lively to Compete: Hardt

Armour Exec Denies Ads Directed at Medics Are Flamboyant, Extravagant

CHICAGO, Feb. 10—Robert A. Hardt, president of Armour Pharmaceutical Co., a division of Armour & Co., today defended the right of pharmaceutical companies to advertise "in an interesting way."

Speaking here before the central region of Pharmaceutical Manufacturers Assn., Mr. Hardt noted that there has been "some criticism of the volume of advertising which in one way or another reaches physicians."

He conceded that "there is a considerable quantity of this advertising," but he added:

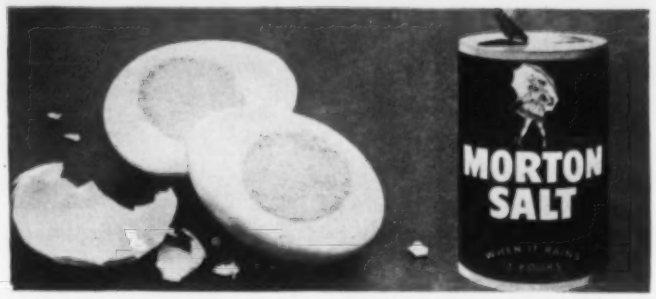
"This is a highly competitive industry and in all such industries one must be aggressive if one is to survive. Moreover, all advertising people are aware that the secret of success is repetition, continuity and impact. And I might add that this is no longer a secret except to the uninitiated or to those who have given the subject little or no thought."

■ Mr. Hardt, formerly exec vp of Hoffman-La Roche Inc., denied that advertising directed to physicians has been flamboyant or guilty of extravagant claims.

"Pharmaceutical advertisers are entitled to tell their stories in an interesting way," he said, "and in so doing they must first attract attention to the story they have to tell.

"As Confucius might have said,

(Continued on Page 58)



EGGS AND—*Morton Salt Co.'s newest "related item" poster goes up March 5 to April 5 on 4,000 locations in 400 cities. The egg poster coincides with National Egg Month, March, sponsored by the Poultry & Egg National Board.*

NBC Denies New Radio Service Is 'Barter'; Independent Group Nears Financial Goal

NEW YORK, Feb. 10—Another chapter is being written in that continuing serial entitled, "What Will Happen to the Structure of Network Radio?"

In the latest chapter attention focuses on two scenes of activity—NBC, and a group of major station owners who are planning to set up their own program service organization (AA, Feb. 9).

NBC used closed circuit tv lines to tell its affiliates about what officials call a new plan for extending network service. This block of programming will be made up of star dust type vignettes with such names as Bob Hope, Groucho Marx, Burns & Allen, etc., and it will add some time to the current weekly schedule of approximately 72 hours.

According to the network, the proposal has been approved by the affiliates executive committee.

Part of the time will be sold by the network and part by the stations. Rumor had it that this might be NBC's way of easing into some kind of a barter style operation along the CBS lines, but NBC sources denied this and said stations will be compensated for time sold by the network under the new plan. And they say the network will work through the national advertiser to try to interest local dealers and distributors in tying in with the network schedule.

■ Development No. 2 centers around a group of major market stations—some of which have re-

(Continued on Page 62)

Videoscene System Will Cut Sponsor's Costs, Says CBS

NEW YORK, Feb. 12—CBS-TV is sure that sponsors will be able to effect some savings in their live tv production budgets through the use of a new tool which the network calls videoscene.

The technique already has been used on the Ed Sullivan telecast to show a Japanese singer in a garden setting and a country singer in a western scene—both effects achieved through the use of a background still picture and a miniature setting. It was shown to the press earlier by Louis G. Cowan, head of the CBS-TV network.

■ As CBS explains it, "The actor works on a bare stage-set made of a special light reflecting material. As the actor moves about he is picked up on one camera and by electronic means, made to appear in a background scene picked up by another camera. The background scene can be a miniature setting, a photo, a film or whatever a camera can pick up."

What does this mean for the advertiser? It may, according to the network, save him money in storing, moving and constructing full-size sets. It also will enable live tv to tackle subjects that have hitherto been considered impractical for studio production. #

Pigeons Deliver Typewriter Sales

Smith-Corona Finds Britons Respond to Feather-Clad Salesmen

LONDON TOWN, ENGLAND, Feb. 11—Coo! 'Ere's a pigeon-told sales story what'll tickle your fancy, Angie!

Seems some blighter in the advertising and promotion department of Smith-Corona (Great Britain) Ltd. put wings on an idea to sell more typewriters, and the orders came homing in.

Newspaper editors, board chairmen and presidents of top London companies received a hand-delivered sales letter telling of the advantages of Smith-Corona electric typewriters. And at the same time live carrier pigeons were delivered.

"It has always been the policy of this company to make life easier," the ingratiating letter said. "We would like to make your reply to this letter easier, too. Just release the enclosed pigeon in front of an open window—that is all you have to do—and Mr. Lewis (a Smith-Corona salesman) will telephone your secretary to see when he can come round."

■ This approach turned out to be quite appealing to the British temperament. The orders came flocking in (by pigeon, of course). The company reports that 72% of those receiving the pigeons reacted enthusiastically to the promotion; 64% made appointments, and 16% expressed a desire to buy.

On the other hand, some feathers were ruffled by the pigeon promotion (alas!). One large company returned the pigeon by hand with a letter stating that the bird had been fed and watered and that the company took a dim view of the whole bird-brained idea.

■ The British office of a department store chain also got a little puffed up about the whole business. They returned the pigeon in a chauffeur-driven Rolls-Royce.

The Smith-Corona people here sum it up pithily: "The expectations are justifiably optimistic."

Well, we've got to go to work on our Easter promotion. C'mon fellas, back to the hutch! #

Goerl Shop's $375 Motive Study Keys German Tourism Ads

NEW YORK, Feb. 10—How does an agency get mileage for a client spending less than $50,000 a year?

Stephen Goerl Associates believes it has turned the trick for the German Tourist Office, its client since 1949.

The ad accompanying this story represents the German Tourist campaign for 1959. It broke last month in *Holiday* and will also run in *The New Yorker*, *Saturday Review* and *Town & Country*.

Stephen Goerl, head of the agency bearing his name, points out that "while France and England advertise their attractions in lavish four-color magazine advertisements, and Italy maintains good frequency with a series of b&w insertions, the far smaller German budget is spent on an occasional b&w advertisement.

"The German tourist advertising budget in the postwar period has never exceeded $50,000 a year," he continued, "and is much less at present. Some countries or areas spend more than $1,000,000 on tourist advertising, and there are at least 10 that have annual adver-

(Continued on Page 88)

CHAT PIECE—*This ad promotes tourism to Germany by stressing the use of souvenir photos.*

THIS PACKAGE WILL HELP ANSWER YOUR QUESTIONS ABOUT CIGARETTE SMOKING....
Diplomat
THE SAFER CIGARETTE
a safer cigarette...without loss of flavor...
Diplomat
THE SAFER CIGARETTE

COMING—*North American Cigaret Manufacturers Inc. breaks a new campaign for its Diplomat cigarets Feb. 16 in New York.*

Diplomat Cigaret Revamps Package Price in Drive

Ads Will Still Stress Brand as 'Safer'; Ads Push Soft Pack at 28¢

NEW YORK, Feb. 10—North American Cigaret Manufacturers Inc., maker of Diplomat cigarets, introduced last fall as "the safer cigaret," after some difficulty on copy acceptance with the *New York Times* (AA, Oct. 10, 24; Nov. 10, will break a new campaign Feb. 16 to introduce the brand in its new popular-price, king-size, soft package in the New York market.

An intensive six-month newspaper schedule calls for the use of all newspapers in metropolitan New York, supported by a radio spot campaign and subway car cards. About 15 to 20 radio spots will be used daily between 6 and 8 a.m. on CBS and NBC.

On Feb. 23, comparable schedules will break in Philadelphia, Baltimore and Washington.

Robert M. Marks & Co. is the agency.

■ Until now Diplomat cigarets have been available only in a hard-cover premium-price package, at 40¢ a pack. The new soft pack will sell here at 27¢ or 28¢ retail. The old hard pack will continue to be available.

The brand is advertised as "the safer cigaret," and the forthcoming advertising will say that the company does "not believe the solution to any dangers there may be in tars and nicotine can be found wholly in the attempt to reduce their quantity.

"We have attacked the problem," the advertising will say, "from an entirely different point of view. We think the tars and nicotine should be 'disarmed' and rendered harmless if possible.

"After many years of research and experiment," the forthcoming ad will say, "we believe this has been accomplished to a great extent by our exclusive process of curing tobacco. We have reduced to a minimum the toxic effects of tars and nicotine without affecting the cigaret flavor and taste most people desire."

■ Essentially the copy approach is similar to that used last fall, when Diplomats were first introduced, the agency said. But, for copy scheduled to run in the *New York Times*, it is understood, the word "safer," which the paper objected to, has been eliminated. #

Growing Volume of Ads Promotes 30-Year-Old Truck Leasing Industry

Three Top Operators Will Invest Total of $1,200,000 This Year

CHICAGO, Feb. 10—As the leasing and rental of trucks has grown more important to American business in the past decade, so has the advertising of these services in national and local media—especially among the giants of the industry.

Many national truck leasing companies have been boosting their advertising budgets in order to compete successfully in the field.

Magazines and business publications are the favorite media of the national truck lease companies, but many of their ad dollars find their way into newspapers, direct mail, radio and classified phonebooks.

On the local level, regional and local truck leasing companies have increased their advertising activities, devoting most of their budgets to newspapers, direct mail and classified phonebooks.

During 1959, the two largest truck leasing companies, Hertz Corp. and Ryder System Inc., and the largest industry association, the National Truck Leasing System, will invest an aggregate of more than $1,200,000 in national and local advertising.

■ Following is a list of national truck leasing companies and their advertising programs:

Hertz Corp., Chicago, is the largest truck leasing company in the U.S. Last year, Hertz leased 20,000 trucks which produced revenues of about $60,000,000. The company also is the largest car rental company in this country.

One of the pioneers in the truck leasing field, Hertz furnished its first truck on a lease basis in 1929. Hertz furnishes only "full-service" facilities to its truck lease customers. The company maintains its own garages or has franchised dealers in 880 cities in the U.S.

(Continued on Page 62)

NATIONALEASE—*This page ad in Business Week and Dun's Review & Modern Industry highlighted the services of 67 companies who are members of National Truck Leasing System.*

No Napping . . .

Sleep-Eze Sets Doubled Budget

Company's Formula: Put 75% of Last Year's Sales Volume into Ads in '59

LONG BEACH, CAL., Feb. 12—Sleep-Eze Co., with reported gross sales of $1,000,000 in 1958, expects to spend $750,000 for advertising in 1959.

Allen Parkinson, president of the company, says this is a 50% increase in the company's advertising budget and will be used for an intensive nationwide campaign, mostly in print media, for Sleep-Eze sleeping aid tablets.

By doubling the ad budget Mr. Parkinson hopes to increase his company's sales 50% to $1,500,000. He explained his philosophy of putting 75% of last year's sales into this year's advertising:

■ "We are operating in a highly volatile business. As long as we get not less than a 20% growth each year, we are content to work on a nominal profit and pour the bulk of our earnings back into the firm, where they can be used to build still further.

"We are going along on our growth potential and, until such time as our earnings begin to level off, we will continue to do so."

The campaign is built around a copy theme which was found effective in the past: "Just take Sleep-Eze and close your eyes; next thing you know, it's morning!"

Insertions are scheduled in three supplements, *The American Weekly*, *Family Weekly* and *Parade*, plus pages in *Coronet*, *McCall's*, *True*, and *TV Guide* and newspaper advertising in 48 major markets. Also on the schedule are spot radio announcements.

Max W. Becker Advertising Service handles the account. #

Cobbler Capezio Offers Polka-Dotta 'Stamps' as Spoof

NEW YORK, Feb. 11—Now that trading stamps have spread from food to cars, beer and even bowling alleys, Capezio, "the dancer's cobbler since 1887," has decided we are becoming a nation of philatelists—and has plotted its 1959 campaign as a take-off on the trading stamp boom.

The campaign is one more refinement on the original campaign that set out in 1956 to sell a "Capezio state of mind" in an ad asking, "Are you mad enough for Capezios?"

Last year's campaign carried this idea one step further by officially establishing the State of Capezio, "that happy state in which Capezio people always are." Polka-Dotta, that strange orange creature with the "spirit of Capezio," was appointed secretary of the treasurer of this new state and pink-and-orange "mad money" was issued as "the fare that gets them there."

■ In one such ad that ran in *Seventeen* the company appended an invitation to write in for "Mad Money to throw around"—and 8,000 teen agers did just that. Moreover, 50% of Capezio's stores tied in with the promotion and ran newspaper ads offering "something nice" to all Capezio people who clipped the money out of the newspaper and stuffed it in their shoes. The result: 45,000 girls did that too, and came into the stores

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30,100 Houston Families to Buy New Cars in '59: Survey

HOUSTON, Feb. 10—Some 30,100 families in the Houston area plan to buy new cars during 1959, and some 22,800 families will seek used cars.

There's a market for 3,300 automatic dishwashers this year, and for 10,600 within five years. Far from saturated, this market has 13,200 families who expect to buy home freezers this year, and 28,800 families who will be in the market within five years.

The figures come from a section, new this year, of the annual market analysis of the Houston area made by Belden Associates for the Texas Daily Newspaper Assn. The survey is in its third year.

■ The survey for the Dallas area reports 22,800 families expect to be in the market for 1959 cars, and 25,700 families plan to buy used cars this year. This is based upon reports showing 10% of the selected cross-section sample plan to buy new cars, and 12% plan to buy used cars.

Percentages were reversed in neighboring Fort Worth where the survey for that city-circulation area disclosed 12% of the families interviewed plan to buy a new car this year, and 10% plan to buy used cars. The Fort Worth survey also uncovered the extent of a substantial potential market for home freezers—some 5,200 families plan to buy a freezer this year in Fort Worth, and 15,600 within five years.

For the Shreveport, La., area, the survey reported that 3,900 families plan to buy new cars this year, and 2,200 plan to buy used cars. Reporting that 20% of the families interviewed now have home freezers, the survey said that 1,700 more families plan to buy them this year.

■ The annual survey included a report on the buying intentions and ownership of automobiles and home appliances for the first time. Ownership of 15 major brands of automobiles and the ownership of 16 different home appliances is shown.

Major portion of the report is the annual survey, by brands, of brand use of food, paper products, cigarets and beer in each circulation zone. Copies of the reports are available at the Houston office of the Texas Daily Newspaper Assn., 803 Lovett Blvd., said John Murphy, manager.

Mr. Murphy said that reports will be available within the next two months for San Antonio, Victoria, Lufkin, Corpus Christi, Abilene, Greenville, Marshall, San Angelo and Big Spring. #

SPOOF—*Capezio enters into the trading stamp spirit by running this sheet of 49 stamps in the Feb. 1 Vogue, March Seventeen and May Charm.*

NEW—*Consumer advertising for new instant Simoniz in a push-button can will break with color pages in the April 4 issue of The Saturday Evening Post, and in April issues of Argosy, Field & Stream, Hot Rod, Mechanix Illustrated, Motor Life, Motor Trend, Outdoor Life, Popular Mechanics, Popular Science, Sports Afield and True. A total of 32 color pages will run through September. Young & Rubicam, Chicago, is the agency.*

Remington Co-op Plan Aims to End Dealers' False Ads

NEW YORK, Feb. 10—Latest activity in the electric shaver market, scrambling for better prices and profits, was revealed by Remington Rand this week when it announced a new retail advertising program designed to discourage deceptive advertising.

Basic requirements of the Remington co-op plan preclude retailers from showing any price except suggested list in order to be eligible for factory refunds. Further, ads may not refer to, or be referred to in other ads showing different prices than Remington's suggested retailer list.

In addition, no reimbursement will be made for advertising of more than one trade-in.

■ Remington's moves are in keeping with several other manufacturers—General Electric and Sunbeam among them—who have recently tightened eligibility for co-op funds as a means of preventing cut-price retail advertising.

Remington has also eliminated trade-ins on its new adjustable Roll-A-Matic shaver and reduced the suggested list to $29.95.

A. C. Barioni, general sales manager, commented that "unnecessary footballing of Remington shavers, the leading product in its field, is a disservice to the company's reputation and good will." He said the 1959 budget will be of "unprecedented size" with more money than ever before going into an expanded retail cooperative and point of sale display program. #

New Book Tells Execs How to Streamline Workload

"Streamlining Your Executive Workload," by Jay Josephs, tells how to define clearly the important things an executive has to do and then how to reorganize workloads into more profitable time and money patterns. The 21 chapters examine such topics as finding the best hours for the most important tasks, when and where to do major thinking, how to shape development processes, delegating work and authority, solving communications problems.

Prentice-Hall, New York, is the publisher. Price of the 203-page book is $4.95.

'Greatest Unsolved Problem in Generation' . . .

It's Ad Industry's Job to Make Educational TV Succeed: Cunningham

Ad Field's 'Franchise' in TV Obligates Admen, Agency Chairman Asserts

WASHINGTON, Feb. 10—John F. Cunningham, chairman of the board of Cunningham & Walsh, yesterday challenged members of the advertising profession to take the lead in fighting for 24-hour-a-day educational tv service capable of reaching "every single farm, tenement and garret in this country."

Appearing as one of two featured luncheon speakers at the mid-winter conference on advertising of the Advertising Federation of America, he turned from the chief theme of the meeting—advertising's Washington problems—and devoted his entire talk to a discussion of what he termed "the greatest unsolved problem that has confronted us in this generation—the obligation we have to the people of this country, the problem of properly harnessing television in the educational area."

"In importance," he said, "it ranks with the problem of releasing the forces of nuclear energy to the task of upgrading our national industrial vigor.

"Until this television force is released, I don't see how any one of us can be completely comfortable about the tremendous commercial franchise we hold in this medium."

■ Mr. Cunningham said that in its first 10 years as a national medium, tv has done "astonishingly well" in the field of entertainment, bringing the world's most talented artists into America's living rooms.

On the other hand, he said, we are all well aware of the poorer aspects of programming, and "all of us in business, I am sure, recognize the great unused educational power of television and would like to see it exercised."

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Follow NAB Code or Lose Freedom, Doerfer Warns

Cites 'Raised Eyebrow' Control by FCC; AFA Told of Tougher Tax Rule

WASHINGTON, Feb. 10—John Doerfer, chairman of the Federal Communications Commission, today called on advertisers to keep within the bounds of the radio and television codes of the National Assn. of Broadcasters if they wish to retain their present freedom on the air.

"These codes come as close as any code can to getting government sanction," the FCC chairman said, "so you better pay attention if you want to keep out of trouble.

"Advertising people should recognize it is quite a privilege to be able to use the radio spectrum to advertise their client's products," the FCC chairman commented. "You can't use the airways the same way you use other media."

Speaking at an afternoon panel of government officials during the one-day mid-winter conference of the Advertising Federation of America here today, he expressed disappointment that there are still many stations which are not officially supporting the NAB code

(Continued on Page 88)

'Interior Design' Is Plymouth Rock's 1st Business Publication

NEW YORK, Feb. 11—John Hay Whitney today added a trade magazine, *Interior Design*, to the growing list of publications controlled by his company, Plymouth Rock Publications.

Acquisition of *Interior Design* marks Plymouth Rock's initial entry into the trade and professional magazine field. In 1958 the company acquired control of the *New York Herald Tribune*, *Parade* and several radio stations around the country.

■ Acquisition of the trade magazine by Plymouth Rock was accomplished by a merger. Mr. Whitney, who has been majority stockholder in *Design* since 1949, recently purchased the remaining stock and merged the magazine into Plymouth Rock Publications.

Interior Design, with a professional circulation of 16,859 in the designer and decorator field, will be operated as a division of Plymouth Rock. Harry V. Anderson, editor and publisher of the magazine, will continue in that position. #

Publish Rate Cards—Use 'em, Stations Warned

NEW YORK, Feb. 12—Double or single, radio-tv station rates should be put on the record and published for all to see.

This was a major point on which the two speakers were agreed this week at the time buying and selling seminar of the Radio & Television Executives Society. The buyers' point of view was represented by Lee Rich, vp and media director of Benton & Bowles. George Armstrong, exec vp of the Storz stations, spoke for the sellers.

Mr. Rich warned broadcasters that they must treat competing advertisers alike if they want to maintain advertiser confidence in their medium. He said the special rates and differentials are dreamed up as a way of rate cutting to get an advantage over another station and to make a quick, easy sale.

■ "I have found, based upon a large scale investigation completed by the Benton & Bowles media department, a great many different and sundry qualifications for advertisers to earn a lower rate. No longer can we assume that a rate differential is established for local retail advertisers or local service institutions," he said.

"Rather we find that a rate is established for local, regional, state-wide, country or corporate area advertisers. Qualification is based upon a place of manufacture, location of the home office, location of the advertising agency which places the advertising and whether or not a local salesman or sales representative is involved and about 500 other reasons.

"If a guy has got a product sitting on a shelf beside mine,

(Continued on Page 85)

New Pay Rates End Three-Day AFTRA Strike at KYW

CLEVELAND, Feb. 11—A three-day strike of 24 announcers, newscasters and disc jockeys against KYW and KYW-TV, owned by Westinghouse Broadcasting Co., was settled here late yesterday.

The Cleveland chapter of the American Federation of Radio & TV Artists called the strike last Sunday over pay rates, particularly the fees paid announcers for spot announcements taped for unlimited use.

■ In addition to the 24 striking personnel, 92 members of three other unions refused to cross the picket lines. The station's management took over the on-the-air work—Gordon Davis, the general manager, and Edward Wallis, the sales manager, both became disk jockeys.

The settlement, reached last night, includes a fee of $85 to announcers for "wild spots"—taped announcements for unlimited use within a 13-week period. Previously the fee was $17. AFTRA was asking for a $93 fee, which it said is the national standard.

Basic pay and program taping rates were also involved in the dispute. #

Mathes Gets Copper Account

J. M. Mathes Inc., New York, has been named to handle the advertising program sponsored by the copper producers in cooperation with the Copper & Brass Research Assn. J. M. Hickerson Inc. formerly handled the account. Mathes also has promoted Frank Buchner to associate director of public relations.

Theobald to 'Boys' Life'

Edward R. Theobald, formerly with the *Christian Science Monitor*, has joined the Chicago ad staff of *Boys' Life*.

E. P. H. (JIMMY) JAMES has been named director of the Nielsen Television Index in Great Britain. Mr. James, with Nielsen since 1954, succeeds Graham R. Dowson, who resigned to join Southern Television Ltd., London, as director of sales and a board member. Nielsen has also promoted Justin Power to the new title of continental and Australasian operations.

Highlights of This Week's Issue

Rural electric power co-ops weigh a public relations and advertising program to get their story before the public and counter impression created by public utilities advertising hitting government utilities ..... **Page 1**

Advertising men's average age at death in 1958 dropped below the 1957 level to 60.3 years, Advertising Age survey shows ..... **Page 1**

Pharmaceutical advertisers are entitled to tell their stories in an interesting way, since they are in a highly competitive business, Robert A. Hardt, president of Armour Pharmaceutical Co., says ..... **Page 2**

Smith-Corona's British wing finds a novel way to sell electric typewriters, with pigeons bringing home the orders from customers. Only a few feathers were ruffled ..... **Page 2**

Diplomat cigarets, introduced to New Yorkers last fall as "the safer cigarets," now bow in a new soft pack which will sell at 27¢ or 28¢. It has been in a hard pack for 40¢ ..... **Page 2**

30-year-old truck leasing business has grown and so has its ad volume, with the three top operators expected to spend $1,200,000 this year ..... **Page 2**

CBS-TV expects to save advertisers money with its Videoscene technique, by which actors can be superimposed on any type background or scene, either via films or using miniature sets **Page 2**

Sleep-Eze Co. will double its advertising budget in 1959, spending $750,000 for advertising. Its gross sales in 1958 were $1,000,000 ..... **Page 3**

Stay within the bounds of radio and television codes of the National Assn. of Broadcasters if you want to retain your present freedom on the air, John Doerfer, chairman of the Federal Communications Commission, warns broadcasters ..... **Page 3**

The advertising industry should help educational television to succeed, John Cunningham, president of Cunningham & Walsh, declares ..... **Page 3**

Remington Rand unveils new retail advertising program designed to discourage deceptive advertising by retailers ..... **Page 3**

Capezio, "the dancer's cobbler since 1887," publishes a page of special trading stamps in Vogue in a spoof contribution to America's "new-found philatelist craze" ..... **Page 3**

Potato growers rip into Uncle Ben's rice commercials saying rice is a less-fattening substitute for potatoes ..... **Page 6**

Charges that business paper research is "cheap" and lacks objectivity, by Buchen's Wes Rosberg a few weeks ago, draws agreement from Russell Sanford, research director of Modern Hospital ..... **Page 18**

European advertising tends to amuse rather than pound home hard-sell messages, Sheldon B. Sosna of Grant tells Chicago copywriters ..... **Page 24**

Capurro & Co., Uruguay's largest advertising agency, celebrates its 50th anniversary this year ..... **Page 28**

Future growth of chain stores rests primarily with the new small chains and the new ones which will be established, Godfrey M. Lebhar says in "Chain stores in America: 1859-1959" ..... **Page 34**

Profit Research Inc. is expanding its promotion program and personnel. The new company publishes plain-language "money books" ..... **Page 34**

Grand jury probe in New York is expected to end continuing congressional clamor for anti-trust action to "restore" competition in the auto industry ..... **Page 36**

The National Assn. of Insurance Agents may spend $2,000,000 in 1959 to boost the independent insurance agent in a national advertising campaign ..... **Page 38**

Campbell-Ewald moves to free its creative talent for creative efforts with promotion of top creative people and appointment of an administrative coordinator for the copy and art departments ..... **Page 40**

International Salt Co. launches intensive spring campaign for its Sterling salt with a "real salty salt" theme ..... **Page 56**

Liquor retailers favor decanters over gift wraps in their annual Christmas promotion, survey shows ..... **Page 57**

George Patterson Pty. Ltd., one of Australia's biggest agencies, says tv down-under is becoming "increasingly Americanized," and a quota system may be needed to restrict imports and encourage native talent ..... **Page 60**

Stan Freberg commercials rise up above the ordinary, which is why they draw so much comment and are effective, Eye & Ear Man says ..... **Page 68**

Church & Dwight will use network radio to promote its Arm & Hammer and Cow Brand baking sodas as a dentifrice ..... **Page 86**

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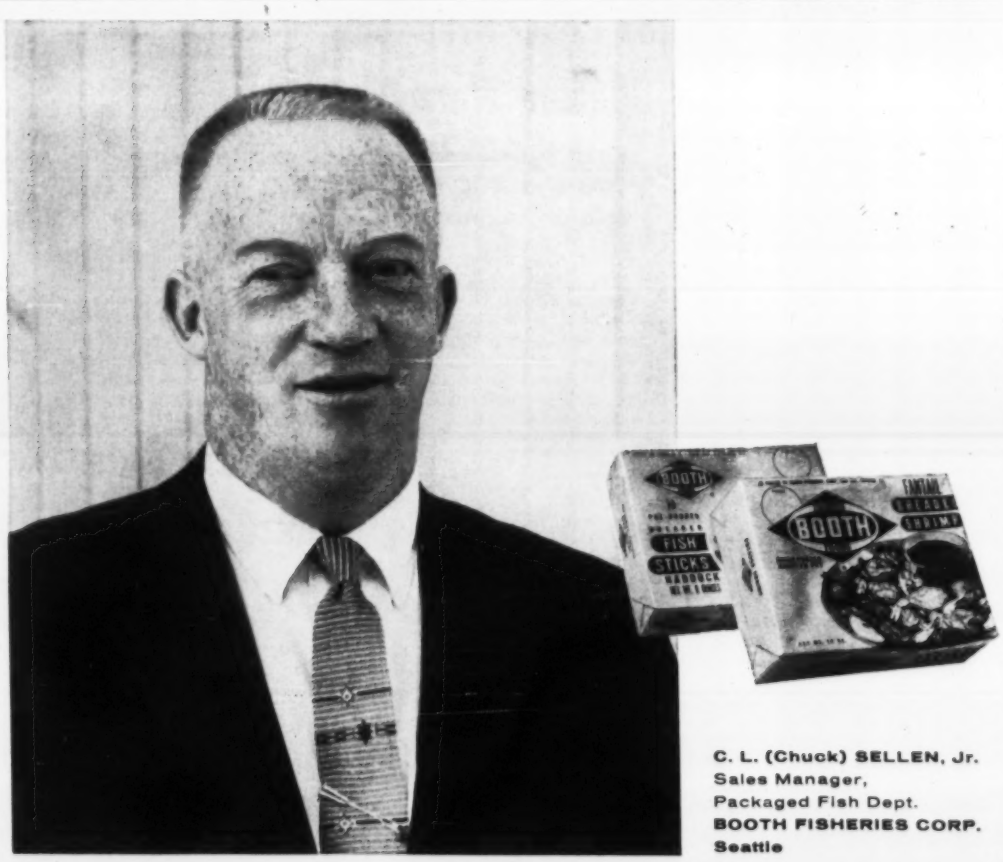


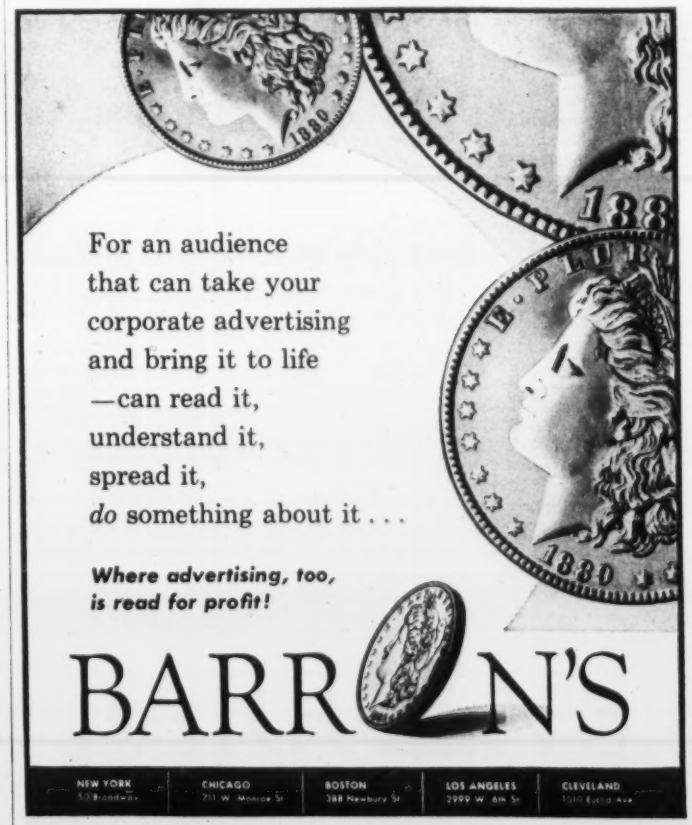
C. L. (Chuck) SELLEN, Jr.
Sales Manager,
Packaged Fish Dept.
BOOTH FISHERIES CORP.
Seattle

"Seattle-Tacoma needs special attention"

Mr. Sellen says, "The Seattle and Tacoma areas cannot be considered as one big market. They are two different markets, each having its own characteristics and peculiarities.

"When placing newspaper advertising, it's too easy to think that Seattle newspapers have an impact throughout the Puget Sound country. That is not the case. The rich Tacoma market is thoroughly covered *only* by the Tacoma News Tribune, the Seattle dailies having so little circulation in this market that it is almost negligible. We always think of the Tacoma market as a top market and place the News Tribune on all of our schedules."

TACOMA NEWS TRIBUNE
TACOMA, WASHINGTON
Circulation more than 83,000
Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

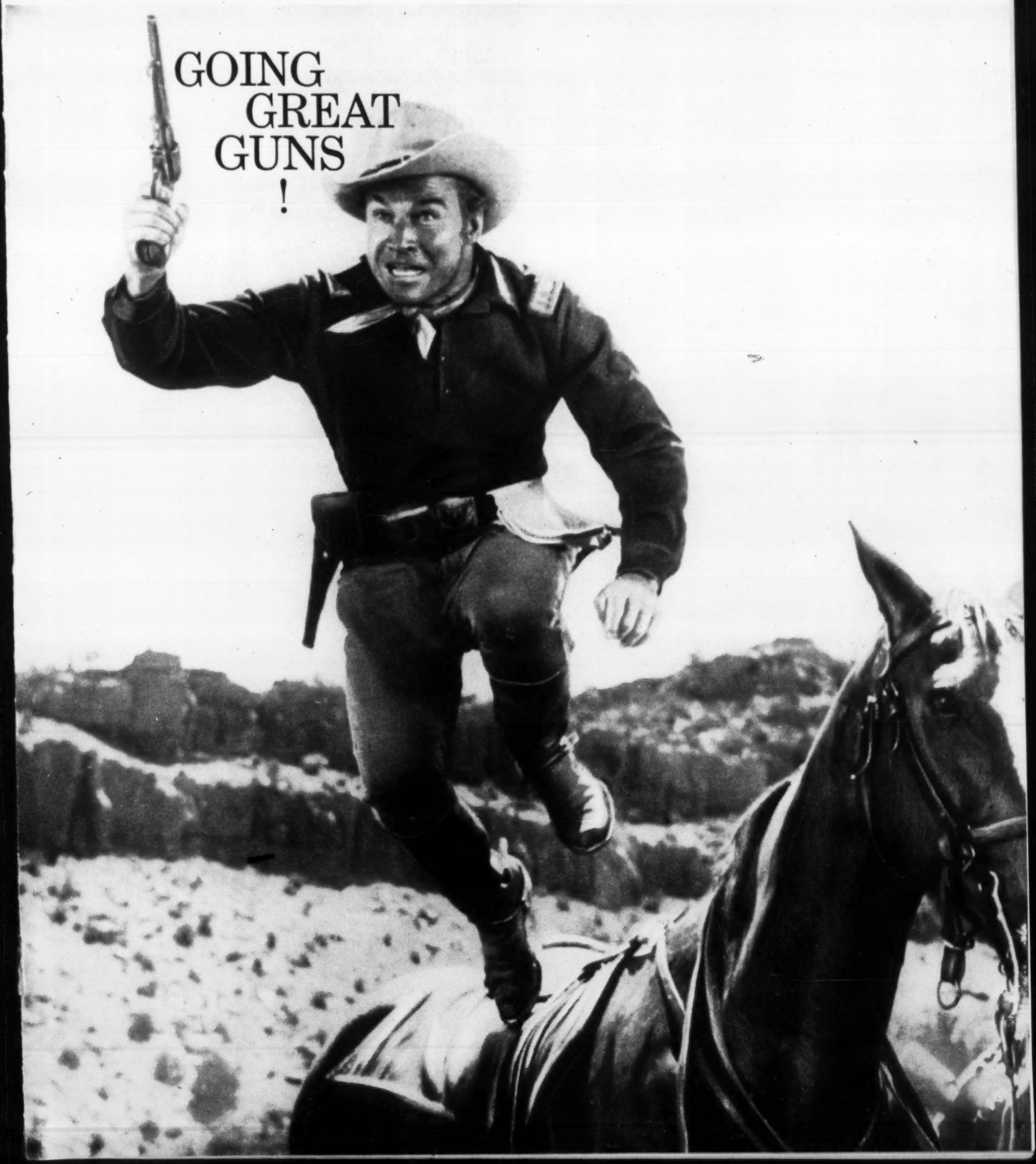


When we introduced **BOOTS AND SADDLES–THE STORY OF THE FIFTH CAVALRY,** the critics cheered like crazy. "Refreshing to see" and "welcome change." Likewise "tops" and "uncommonly good"! Ratings proved the public agreed. What's more, latest ARB figures show B&S *reruns* shooting holes in the competition, market after market. BOOTS has won its spurs. It figures to be in the saddle for a long time to come.

NBC TELEVISION FILMS–A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.



This Week in Washington . . .

Potato People Rip Rice's Ad Claim

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 12—If ever a fellow needed a friend in Congress, it is Uncle Ben's rice. Potato growers are up in arms about Uncle Ben's tv commercials, and the potato's friends in Congress are giving Uncle Ben's quite a going over.

As recorded by Federal Trade Commission monitors, the controversial commercial features a dietitian who recommends rice instead of potatoes. In their demands for an FTC order to stop Uncle Ben's from disparaging their product, the potato people complain particularly about the point in the commercial where a hand crosses out the potato, while the dietitian reiterates, "Satisfies potato hunger, yet is 20% less fattening."

Representatives of the potato industry have let it be known that they are feeding information to FTC investigators. And to make sure that FTC stays awake, they have also been feeding a running account of their efforts into the "Congressional Record."

■ In the latest instalment, Sen. Margaret Chase Smith (R., Me.) recited a learned tract on nutrition in the Senate this week. Prepared by United Fresh Fruit & Vegetable Assn., and addressed to the FTC investigator handling the Uncle Ben's situation, this tract contended the Uncle Ben's statements "have evolved from an advertising copywriter's imagination and have no basis in fact."

Naturally, Sen. Smith welcomed the opportunity to tell her colleagues that so far as she is concerned, potato is king. "Rarely do I have an evening meal without a good baked potato," she told the members of the greatest deliberative body in the world.

■ So far nobody has taken the floor to defend Uncle Ben's. Surely some solon from a rice growing state can be induced to rise to the challenge. Come on, Uncle Ben. Don't you know how things are arranged in Washington?

Orange-Tint Back-Scratch

In the simulated gallantry of the Senate chamber, even the Texans sometimes sound restrained.

In routine fashion the other day, the Senate put through by unanimous vote a bill permitting orange packers to use a new "Red No. 2" coal tar dye under special federally approved safety standards until Sept. 1, 1961.

Because Red 32, the dye currently in use by packers, can no longer be used, the bill was of urgent importance to Sen. Spencer Holland (D., Fla.), who pointed out that $200,000,000 in sales from oranges would be endangered if the orange growers lost the good will of the public.

Similarly, Sen. Ralph Yarborough (D., Tex.) was on the floor explaining that orderly marketing of oranges is important to his state. "I represent an area which produces some oranges and citrus fruit," he said. Then he added modestly: "Unfortunately no real percentage as compared to the great production of the great state of Florida."

Sen. Holland rose to the occasion. "While our great neighboring state of Texas may produce fewer oranges than we produce," he purred, "surely I would not lay claim to the fact that our oranges are any better than their oranges, which are certainly good, palatable and delightful to consume."

FDA Eyes Color Control

The special exemption for the Red No. 2 dye, which orange growers are substituting for Red 32, is a stop-gap compromise, which the Food & Drug Administration hopes to convert into a new and interesting form of food color dye control.

Under existing law, no dye may be used if there is any evidence of danger under any circumstances. In the case of Red. No. 2 the stop-gap law allows FDA to publish safety tolerances, so that the product may be used even though there is evidence that under unusual circumstances, in large doses, it could become dangerous.

FDA wants this kind of discretion for all dyes. So it held out for the Sept. 1, 1961, cutoff on Red No. 2, to strengthen its bargaining position when Congress gets around to considering permanent legislation.

Bowles Erases Wilson's Title

During the Advertising Federation of America's mid-winter conference here Monday, Rep. Bob Wilson (R., Cal.), San Diego agency owner, modestly brushed aside the familiar designation, "the only adman in Congress."

"In last fall's disastrous elections," he corrected AFA Chairman Robert Feemster, "there were a lot of changes. One of them is that we now have another adman in the House. He's Chet Bowles, from Connecticut, and I am sure he is going to do a good job even if he is a Democrat."

'Good Old OPA Days'

At the press club last Friday night, about 100 "alumni" of the old Office of Price Administration gathered to welcome their ex-boss, former Price Administrator Chet Bowles, back to Washington.

He had lots to report since his tour of duty here during World War II, but he had one observation which suggested that time heals most wounds. "When I was running for office," he told the former price regulators, "my opponents tried to make political capital of the fact that I had directed the price control program. But their efforts didn't work.

"In fact, at many meetings people came up to me to say they thought the enemy strategy was backfiring." He said one supporter quipped: "After the way prices have been behaving in recent years, OPA looks pretty good."

Soldiers Still See Some Ads

The Defense Department has officially announced that hard-sell commercials are being removed from big-name tv shows kinescoped for showing to the armed forces personnel overseas (AA, Jan. 19). Sponsor or product credits which are integral parts of the title, and opening or closing and pictorial representations of the product which are integral to the backdrop or set will remain, however.

"While the cost to the government of furnishing programs will increase with the necessity of deleting commercial messages," the announcement said, "it is anticipated that the increase will be justified in terms of the more up-to-date and varied programming that is expected to result under the new network-union-sponsor agreements." #

ANPA Survey Shows Dailies Boosted Price

Circulation prices of 403 daily newspapers in the U.S., Canada, Hawaii and Puerto Rico were increased during 1958, according to a survey just released by the American Newspaper Publishers Assn. Of the 403 English and foreign language dailies reporting increased prices, 121 reported losses in circulation, while 137 reported percentage increases in circulation revenue. The ANPA study was based on a survey of 1,477 newspapers.

Where the cream is!

Today's cows produce
a lot more cream and milk
—1958 production per cow
was 38% higher than in 1940!
Successful Farming farmers
(with cows, corn and capital)
have steadily increased production,
become more efficient manufacturers
with record 1958 output and income!
You need the prosperous SF families
for more sales in 1959; and for
better balanced national advertising!
Get the facts on Successful Farming,
its importance, income and influence!
Ask any SF office!

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.

℞ for increased sales in 1959:

DOMINATE THE MAJOR MARKETS

BUY THE BIG ONE

This Week
MAGAZINE

THE BIGGEST THING IN PRINT

12,640,045 FAMILIES EVERY WEEK

SEC Hits Stock Selling by Jacobs Co., Owner of Mutual, Hal Roach, Etc.

NEW YORK, Feb. 12—The sprawling F. L. Jacobs Co. and its president, Alexander L. Guterma, were in trouble with the Securities & Exchange Commission this week.

A complaint filed by the New York regional office of the SEC resulted in a federal court order requiring the Jacobs company and its head to show cause why a preliminary injunction should not be issued to restrain them from selling unregistered Jacobs shares and from alleged fraudulent sales of Jacobs' stock. They were asked to show cause why they should not file reports that are required by the SEC. Replies must be in by next Thursday (Feb. 19).

■ On another front the Washington office of the SEC ordered a ten-day suspension of over-the counter trading in Jacobs and Bon Ami Co., of which Mr. Guterma was chairman until May, 1957. The SEC said the action was taken to "prevent fraudulent, deceptive or manipulative acts or practices."

Trading in Jacobs stock was suspended by the New York Stock Exchange last December after the company, which owns Scranton Lace Co., Symphonic Electronics Corp., Hal Roach Studios and Mutual Broadcasting System, failed to file an annual report for the fiscal year ended July 31.

In issuing its suspension order, the SEC said there was information indicating that Jacobs stock pledged as collateral for loans had been sold because of default and that this stock had not been registered with the commission.

■ Mr. Guterma, who acquired control of the Jacobs company in March, 1956, said the first notice he had of the SEC suspension came from the press. He said that all required information had been furnished, with further details to come later.

He denied that any collateral pledged by the company has been sold by default or that stock had been distributed to the public without registration.

"The company is in sound financial condition and an audited statement is being prepared by the company's independent certified public accountants, Ernst & Ernst, and is expected to be available within the next few days," Mr. Guterma said.

Mr. Guterma was one of several people enjoined last year from further violations of the Securities Act of 1933 in connection with the sale of shares of Micro Moisture Controls stock.

He is one of the defendants in a pending Bon Ami stockholders suit in federal court here. The action charges Mr. Guterma and the others with plans for the depletion of the assets of Bon Ami Co. #

McDonald Succeeds Bastien as Head of Booth Newspapers

DETROIT, Feb. 11—A new lineup of top officers is taking over Booth Newspapers Inc. following the retirement, announced today, of Ralph H. Bastien, president of the Michigan newspaper chain for the past five years and a 40-year veteran of the company.

John A. McDonald, vp and general manager of Booth for the past five years, is the new president, and James A. Beresford, formerly secretary and treasurer of the Booth board, is board chairman, a newly created post. The general manager post vacated by Mr. McDonald will not be filled.

■ Mr. Bastien started in newspaper work with the *Detroit News* in 1912, was briefly with an Ontario publication in the years of World War I. He returned to the Booth organization under George W. Booth in 1919. Though now retired, he will continue as a director of the company and a consultant.

In addition to Mr. Beresford and Mr. Bastien, the board includes Henry S. Booth, vice-chairman; Richard Lindeau, treasurer, and Gordon H. Craig, secretary.

■ The nine Michigan papers operated by Booth are the *Chronicle*, Muskegon; *Citizen Patriot*, Jackson; *Gazette*, Kalamazoo; *Herald*, Grand Rapids; *Journal*, Flint; *News*, Ann Arbor; *News*, Saginaw; *Press*, Grand Rapids, and *Times*, Bay City.

The reshuffle follows by less than two months the settlement of prolonged strikes against all nine Booth papers by the International Typographical Union (AA, Dec. 22, '58 and Jan. 12).

Hertz Corp. Uses Split-Run Test in 'Chicago Tribune'

CHICAGO, Feb. 10—Hertz Corp. launched its 1959 ad program for car leasing today by running two different page ads in split run editions of the *Chicago Tribune*.

One ad, headlined—"Baffled by sales-car fleet costs?"— pictures a worried executive. The other ad shows a disgruntled cartooned caricature—presumably a management executive—rolling down an incline wrapped in an automobile tire. The headline reads, "Management Nightmare (poorhouse-bound at too much a mile)."

The objective of the split run is to provide a yardstick for measuring impact, Hertz said. Both ads offer a free brochure on Hertz car leasing. Results will be measured through requests for the brochure.

■ The same ads will appear in the *Tribune* once each in March, April and May, all on a split-run basis. An eight-time schedule in the *Wall Street Journal's* midwest edition will alternate the two ads during February, March, April and May.

Needham, Louis & Brorby is the agency. #

Ward Reports Sales Up 1.7% Under New Fiscal System

Estimated sales of Montgomery Ward & Co. for the 12 months ended Jan. 31, 1959, are $1,099,100,000, an increase of 2.4% over sales of $1,073,800,000 for the same 12-month period last year. January sales for the month totaled $59,300,000, compared with $60,200,000 last year, a decline of 1.5%.

The fiscal year and monthly reporting system of Montgomery Ward has been changed, and the fiscal year now ends on the Wednesday that is closest to Jan. 31. For this reason the 1958 fiscal year which ended Jan. 28, 1959, will not include approximately $6,600,000 of sales recorded during the final three days of January and will report net sales for the year of $1,092,500,000, an increase of 1.7% over fiscal year 1957.

Brahms-Gerber Adds One

The Baltimore Dodge Retail Selling Assn. has appointed Brahms-Gerber Advertising to handle its account. Grant Advertising, which handles Dodge nationally, is the previous agency.

TOGETHERNESS—*Thomas F. Buck, new ad director of McCall's, is shown as he appeared in a Look photo last fall with his four children, Dempsey, 10; Kerny, 9; Mackey, 8, and Rinky, 7 (AA, Oct. 20, '58).*

Business Office Rule Killed Crowell-Collier Magazines: Hibbs

LAWRENCE, KAN., Feb. 10—Ben Hibbs, editor of *The Saturday Evening Post*, today blamed the collapse of *Collier's*, *Woman's Home Companion* and *American Magazine* two years ago—"a black chapter in the history of magazine publishing"—on "business office rule."

"Editorial independence to a large extent went down the drain at the house of Crowell long before the final collapse of the publications themselves," asserted Mr. Hibbs in a William Allen White lecture at the University of Kansas.

Mr. Hibbs said "a variety of explanations" for the demise of the Crowell-Collier Publishing Co. magazines could be had from advertising, financial and circulation people. "I'm an editor, and I'll give you the editorial explanation, and I think it is the right one, the basic one," he said.

■ "During the last ten years of their existence, as financial troubles deepened, the editors were given less and less freedom of action. Someone from the business office was always looking over their shoulders. Things often were done editorially solely to attract advertising—always a vain prodecure and in the end usually a fatal mistake.

"During the 15 years from the day I became editor of the *Post* until the death of *Collier's*, that once great magazine had six editors-in-chief. I knew all of them except the last one. There were at least two of them who were able men and who probably could have made a go of it if they had been given the right to do their best, without interference from the top.

"They weren't," Mr. Hibbs declared. "The business office ruled, and change after change was made in policy and personnel—too often for business reasons alone. It didn't work."

"I am fully aware," he added, "that it is bad taste to speak critically about the dear departed, but in this case I don't apologize. It is one of the tragic stories of publishing, and it should be known. The cornerstone of editorial independence is just as important as it has always been." #

Blair Sets Two Moves

John Blair & Co., Blair-TV and Blair Television Associates have moved their San Francisco office to 155 Sansome St. Blair is planning to move its New York offices in mid-year to larger quarters at 717 Fifth Ave., New York. Blair also has named Tom G. Maney to the Los Angeles sales staff of Blair-TV.

Buck Is Named Ad Director of 'McCall's'

NEW YORK, Feb. 11—Thomas F. Buck, marketing chief at Fuller & Smith & Ross, today was named advertising director of *McCall's*, succeeding William B. Carr, who resigned in November.

McCall's' appointment of Mr. Buck ended a four-month search during which McCall Corp.'s president, Arthur B. Langlie, and aides interviewed "dozens" of prospects in publishing, agency and broadcasting fields. As it turned out, the decision to hire Mr. Buck apparently came suddenly, since *McCall's* was still talking to prospects this week.

McCall's first started looking for a top adman after Mr. Carr resigned, with Otis Wiese, editor and publisher, and several other top ad and editorial people (AA, Nov. 10, '58).

Mr. Carr has since joined the Chicago office of N. W. Ayer & Son.

Since then, Mr. Langlie said, he has talked to "many fine people." He decided on Mr. Buck for his "character and capacity for the job."

■ A balding 44, Tom Buck has experience in both the agency and publishing sides of the ad business. Prior to joining F&S&R, he was ad director of *Everywoman's* and before that was with *Life*.

Last fall Mr. Buck and his family were subjects of a picture spread in *Look* detailing a covered wagon trip retracing Washington's Revolutionary War route.

Appointment of Mr. Buck as ad director leaves one top position still vacant at *McCall's*—that of the publisher. Mr. Langlie said today the title is still vacant, but that many of the job's responsibilities have been taken over by George Allen, former assistant to Mr. Wiese and now general manager. Mr. Langlie indicated the publisher spot at *McCall's* will remain vacant for some time. #

Bethlehem Steel to Hazard

Bethlehem Steel Co. will terminate its 18-year relationship with Jones, Brakeley & Rockwell on May 1 when it will move its $1,000,000 account to Hazard Advertising Co. Henry T. Rockwell, president of the agency, in a prepared statement said, "the change was dictated by new management policies," but declined to elaborate. At Bethlehem, an executive said the company had no comment.

O'Rourke Gets New Ad Post

Carroll K. O'Rourke, an account executive with Cole & Weber, Portland, Ore., will join Weyerhaeuser Sales Co., St. Paul, March 1 in the new position of advertising and sales promotion manager. Weyerhaeuser distributes lumber and building materials nationally.

Calkins & Holden Loses 21 Brands to Cunningham & Walsh

NEW YORK, Feb. 12—21 Brands Inc., importer and distributor of wines and spirits, including Ballantine's scotch whisky, has appointed Cunningham & Walsh as its advertising agency, effective March 1. Most of the account was formerly handled by Calkins & Holden, now Fletcher Richards, Calkins & Holden. The exception was Tribuno Vermouth, which has been and will continue to be handled by Kastor, Hilton, Chesley, Clifford & Atherton.

William Dempster, account executive on 21 Brands at C&H, reportedly will move to C&W to continue with the account.

C&H became the agency for 21 Brands three years ago (AA, April 16, '56), when the account was moved from Peck Advertising, now Doner & Peck. When Fletcher D. Richards Inc. and C&H merged recently (AA, Jan. 12), it caused an account conflict, since Richards had a number of National Distillers Products Co. brands, including Vat 69 scotch. It was reported at the time that 21 Brands would seek a new agency. Its billings at the time were reported to be $475,000, of which 70% was spent on Ballantine scotch.

■ The company, in announcing the appointment of C&W today, said the account this year will bill $500,000. C&W has had no liquor business since it resigned James B. Beam Distilling Co.'s Pin Bottle bourbon whisky about two years ago (AA, Dec. 31, '56).

In addition to Ballantine's scotch, 21 Brands also imports Ballantine's English gin, Louis Roederer champagne, Hine cognac, Bobadilla sherry, Constantino port, Boca Chica Puerto Rican rum and Lightbourn's Barados rum. It distills and distributes 21 Brands Club Special, Birchbrook and 21 Brands bonded bourbons, Birchbrook straight bourbon and 21 Brands Kentucky bourbon.

More than 20 agencies were interviewed by the company during the past few weeks, Francis T. Hunter, president of 21 Brands, said, and the list was narrowed to five finalists over the past weekend. Mr. Hunter, however, declined to name any of the agencies interviewed, or to discuss the methods employed. #

Scripps-Howard Boosts Matt Meyer, Raymond F. Mack

WASHINGTON, Feb. 9—Matt Meyer, who has been president and business manager of the *Washington Daily News*, has been transferred to New York as assistant general business manager of Scripps-Howard Newspapers, and Raymond F. Mack has been promoted from advertising manager to business manager of the *Washington Daily News*.

Mr. Meyer has been with Scripps-Howard since 1932, serving in New York and Chicago before joining the *Daily News* as advertising director in 1938. He has been business manager since June, 1947.

Mr. Mack joined the newspaper as circulation manager in 1941, and was in circulation work until five years ago. In recent years he took on responsibilities in the advertising field, becoming advertising director last October. #

Watkins to 'Baby Talk'

A. F. Watkins, formerly with *Good Housekeeping* and *Farm & Ranch*, has been appointed ad director of *Baby Talk*, succeeding Fred C. White, who resigned.

. . . and, last night, this newspaper wrapped up more blooming sales than any other evening paper in Western America! So, for the sweet smell of sales-success, be sure you schedule the...

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES **HERALD-EXPRESS**

What Can a Businessman

in Calcutta Learn from Dexter Keezer?

India is a nation precariously balanced between Communism and the West. As it grapples with the problems of the modern world, it needs – and seeks – all the information it can get on the economics and operations of free enterprise.

That's why the State Department asked Dexter Keezer to participate in six weeks of seminars, held in Calcutta, Bombay and other Indian cities. For Dexter Keezer is a practicing economist, who understands not only the facts and figures of his trade but also how they apply to business.

When he's not travelling, Dexter Keezer can be found in his office at the McGraw-Hill Publishing Company. There he heads up the Economics Department, a busy group of individuals who daily release volumes of information on the state of world, American and, most often, *your* business.

Perhaps you've seen their semi-annual reports on *"Business' Plans for Capital Investment."* Or *"The Pulsebeat of Industry"* – facts about where each industry stood at the end of 1958 and where they are going in 1959. Or *"The American Economy – Prospects for Growth"*—a long-range forecast and study of where the economy is heading in 1960, 1965, 1970.

You can also find their work in the pages of the 39 McGraw-Hill business publications. All the factors affecting our economy are daily gathered, analyzed, evaluated and interpreted by Dr. Keezer and his staff, and disseminated to all the 620 McGraw-Hill editors.

This is but one reason why over one million top business executives and engineers pay to read one or more McGraw-Hill publications . . . because information which makes a dollars-and-cents difference is just as important to the businessman in America as it is to the businessman in Calcutta.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

The Editorial Viewpoint . . .

One Adman Writes to Another

Recently we received a carbon copy of a letter written by an account executive of an agency in Springfield, Mass., to the account executive at the agency handling Vel liquid detergent, which we want to pass on to you.

"Having viewed upon many occasions one of your television commercials advertising liquid detergent Vel—showing grease and meat particles just 'floating' off the bottom of a roasting pan as soon as Vel is added to the dishwater—I am finally compelled to register a stern protest in behalf of the advertising profession," the New Englander wrote.

"How *un*believable can a tv commercial get? How stupid do you think Mrs. American Housewife is?

"It's obvious that the writer of this commercial never washed any roasting pans.

"The important point, however, is the adverse effect of this type of exaggerated-claim advertising on the American public. Unless we in the advertising profession can convince our clients that we must keep advertising 'on the level,' speak the truth about products, and not try to floor readers or viewers with such obvious hogwash—we shall shortly lose the good faith of the American public—and the beneficial aspects of advertising will be to a large degree lost.

"As a creative man responsible for national consumer campaigns in *Life, Post, Fortune, Newsweek, Time,* etc., I am well aware of the complex problems involved such as satisfying the client, increasing product sales, selling intangibles, etc., but when non-advertising people laugh outright and ridicule a commercial such as this one, I hardly believe that it 'sells' anything except perhaps disbelief in advertising.

"I would like to point out that the opinion expressed here is a personal one and does not necessarily reflect the opinion of my agency or anyone else within the agency.

"I trust that you will accept this criticism in the manner it was intended—that is, a serious comment on a problem that grows ever more difficult . . . "

Some readers, we are sure, will find this kind of letter offensive. But it is our opinion that more letters like this, from one adman to another, could be enormously helpful in keeping advertising nearer the line of believability and credibility.

It is not enough for advertising people to be critically conscious of their own advertising and that of their direct competitors. They must, whether they will or no, be acutely and critically aware of all advertising—and they ought not to be shy about expressing themselves to other advertising men whenever they believe they see any advertiser doing something that weakens public faith in all advertising.

Operation Follow-Through

It is fairly common for business organizations to eschew the giving of gifts at Christmas time in favor of charitable contributions of one kind or another. But few of them go beyond this.

So we'd like to pin an orchid on Farson, Huff & Northlich, Cincinnati agency, for taking the next step—of reporting exactly how the money was spent and what happened as a result.

This agency gave a party for the kids in the Cincinnati Children's Home instead of sending gifts to clients, and it also invited the clients whose "gift money" was being spent to come and join the fun.

The unusual follow-up to all this was an inexpensive planographed folder which went to clients and others toward the end of January, containing a detailed report, with lots of pictures, of what happened at the children's Christmas party. "It was indeed a Merry Christmas for the children from Cincinnati Children's Home who came to *your* party on Dec. 20, and we thought you'd enjoy seeing some of the fun," the brochure said.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Jim Osgood, Midwest Farm Paper Unit, Chicago.

"If Look magazine opened an office in England, would you call it carrying Cowles to Newcastle?"

Cutting Down on Plugs

We're glad to see the National Assn. of Broadcasters' code interpretation which says that ten seconds is the maximum time that should be devoted to identification of contest awards and prizes. That ought to cut down a little on free plugs on the air.

Now if something can be done to hold down these guest star commercials for personal-appearance and movie roles, and just a little restraint can be exercised in the credits department, things will indeed be looking up.

\# \# \#

What They're Saying . . .

Salute to Advertising

I salute the workers in the vineyards of advertising throughout the country for the great and important job they are doing in the promotion of the successful mass distribution of the comforts and convenience that have contributed so much to the ever-increasing living standards in this great country of ours.

One can tell the ideals of a nation by its advertisements.

—Ivy Baker Priest, Treasurer of the United States: Advertising Week.

Waterfalls? Crazy

Tony Marvin is going to have to go it alone. That's a sight I'd love to see but I won't be able to because Jamaica has no television. Imagine! In this enlightened age, no television. Jamaica has sunshine and sea and an unimaginably balmy climate. But no tv. What on earth do you suppose these primitive people do with their time? Well, I'll tell you what we did with ours. Yesterday, Godfrey and the rest of us went up the coast in little speedboats to look at a waterfall which pours out of the mountains and into the sea. Crazy, crazy!

—John Crosby in his syndicated tv-radio column.

It Couldn't Be Done

The Ohio farm boy turned "monkey-wrench scientist" often was at odds with the textbooks. "You can't squeeze nature and science into neat categories," he once said. He was fond of recalling that two of his most important inventions—the self-starter and the two-cycle Diesel engine—operated in ways not prescribed by theories prevailing at the time. "According to the theory, our Diesels still don't work," he said with a chuckle.

—From the obituary of Charles F. Kettering in the New York Times.

Rough Proofs

Leo Burnett says agency employes should be loyal to clients and use their products.

It is assumed the makers of Kolynos toothpaste are in agreement.

•

Like flowers by wire, Candy-Gram, the new Western Union service, is going to bail out a lot of forgetful husbands who remember their anniversaries at the 11th hour.

•

Following the change of title by *Aviation Age* to *Space/Aeronautics, American Aviation* will now be called *Airlift.*

Shakespeare to the contrary, there must be something in the name of a business paper.

•

"If the clients and contact men want to get the best out of me," says a Y&R copywriter, "let them stop tying me up with a gaggle of garbles gleaned from inapplicable research."

Spoken in the true spirit of Fidel Castro.

•

"Advertising is really a pretty simple thing," says Jim Woolf, the sage of Santa Fe.

It's the admen who make it seem so complicated.

•

American Machinist's inventory of metalworking equipment shows that manufacturers of metalworking equipment own machines 62% of which are over ten years old.

Maybe they should start reading their own ads.

•

"Present employer knows of this ad," says a pilot in the Strategic Air Command, who would like an advertising job when he leaves the service.

Uncle Sam may know of the ad, but chances are he doesn't like it.

•

Food stores in New York are asking for a legal change that would permit them to sell standard drug products.

Sounds reasonable—some cough syrups now taste like the syrup you put on ice cream.

•

Be proud of beer and fight for it, Charlie Brower advised a convocation of brewers.

The way the St. Louis Cardinals fight for Anheuser-Busch, for example.

•

Crown Zellerbach is going to advertise its toilet tissues by frankly calling them toilet tissues.

In order to avoid misunderstanding, why not just say they're bathroom tissues?

•

Although its contract doesn't expire until 1961, Gillette is willing to renew its tv-radio sponsorship of the World's Series right now.

The age of missiles still includes baseballs.

•

"Imagine waking people out of a sound sleep to give them sleeping pills," says a *Look* article on hospitals and their patients.

Those pills would never qualify as tranquilizers.

COPY CUB.

During the year 1958

The Washington Post and Times Herald

gained 481,406 lines of advertising

while the other seven-day paper

lost 1,347,540 lines

and the third paper

lost 174,435 lines.

Source: *Official Media Records Figures*

For more than 20 years Washington's R.O.P. color newspaper.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

the **only** publication that gives you **complete coverage of the doctor** as a consumer

The A.M.A. News reaches over 238,000 doctors with the news and information they want . . . and is the best medium for selling this class market on your product.

THE **AMA NEWS**

Published by the **American Medical Association** • 535 North Dearborn Street, Chicago 10, Illinois

Bathasweet to Rockmore

Advertising for Bathasweet, made by the Standard Laboratories division of Warner-Lambert Pharmaceutical Co., has been assigned to Rockmore Co., New York. The agency already handles Sloan's liniment for this division. A test operation over radio for a new package and product will get under way in Los Angeles this month. Bathasweet has not been nationally advertised for several years. Rockmore also has been named to handle advertising for Our Own Food Products, New York.

KLOR-TV Opens in Salt Lake

KLOR-TV, which opened in Salt Lake City in mid-December, is the only local station equipped for color transmission and has the first Ampex videotape recorder in the Mountain states, according to Beehive Telecasting Corp., operator of the station. Offices of Beehive are at 1935 S. Main, Salt Lake City.

Business Film Active, Says New Book on TV, Screen Writing

NEW YORK, Feb. 10—"TV & Screen Writing" (University of California Press, $3.95) is designed as a sort of a post-graduate text for would-be writers interested in working in tv, movies, radio or business films.

The book was edited and compiled by Lola G. Yoakem, chairman of a subcommittee set up by the Writers Guild of America for that purpose. The individual chapters in the volume were contributed by various film, tv and radio writers.

Written by Charles Palmer, the business film chapter points out that this field has been growing rapidly since the mid-'30s. Among the groups showing such films are 28,000 service clubs, women's clubs, farm organizations, fraternal orders, conventions, libraries; 6,000 industrial plants; 23,000 high schools; 17,000 primary schools; 2,000 colleges and universities; 15,000 church groups, etc., it is pointed out. Some 10,000 movie theaters carry sponsored films of broad interest, he says.

■ Mr. Palmer notes that few of today's business films "are blatantly advertising [and] many of them have nothing at all to do with product promotion." He continues:

"Many are made to improve employe morale, such as 'Outside That Envelope,' which demonstrates the benefits under the Connecticut General's group insurance and retirement program. Some are public-service pictures, such as the long-lived 'And Then There Were Four' about highway safety, from which Socony-Mobil's only direct profit could come from keeping some of its customers alive—though of course they hope that gratitude from the public would translate into an institutional benefit.

"Some are public relations films, such as 'The Next Ten,' in which Kaiser Aluminum tells the story of an American business and the men who built it into importance in one short decade." #

National Lead Boosts Three

Brad Hall has been named advertising manager of the Pacific Coast branch of National Lead Co. He joined the branch in 1950 as assistant ad manager, and was advanced to trade sales advertising manager in 1956. Frank S. Erwin, previously a store manager for the Pacific Coast branch in Santa Ana, Cal., will assist Mr. Hall in the ad department. L. G. Harrier, Pacific Coast ad manager since 1933, has been appointed to responsibility for retail store merchandising for 11 western states.

Good Car-Keeping Week Set

The Automobile Seat Cover Assn. of America has planned an advertising and public relations program for Good Car-Keeping Week, May 20-31. Included in the program are insertions in *Life* and *The Saturday Evening Post* plus extensive retail merchandising and tie-ins at the point of sale. Sander Allen Advertising, Chicago, handles the advertising, and the pr program is conducted by the Public Relations Board, Chicago.

Traxler to Allmayer, Fox

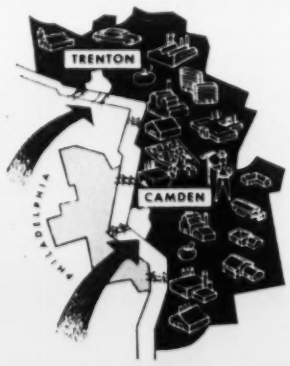
Edward L. Traxler has joined Allmayer, Fox & Reshkin, Kansas City, Mo., as director of tv and radio and an account executive. Mr. Traxler was formerly an account executive of Campbell-Ewald Co. and also had his own public relations and marketing consultant company in Detroit.

TO COVER THE WHOLE DELAWARE VALLEY YOU NEED THE CAMDEN COURIER-POST and THE TRENTON TIMES

Our friend will be off with a bang, all right, but he won't get far. The competition will leave him far behind.

You can, too. That is, you can outdistance your competition in the Delaware Valley with ease, if you just apply yourself to one fact: The Delaware Valley is two markets, not one. If you advertise in newspapers, each side of the river must be sold locally—on its home grounds. For New Jersey, that means your newspaper choices are simple — the **CAMDEN COURIER-POST** and the **TRENTON TIMES.** Each of these "local" dailies offers unparalleled coverage of its booming market. This all-important fact is recognized by 83 of the nation's top 100 newspaper advertisers, who "cross the Delaware" regularly. It pays them . . . why not let it pay you?

IT PAYS TO CROSS THE DELAWARE

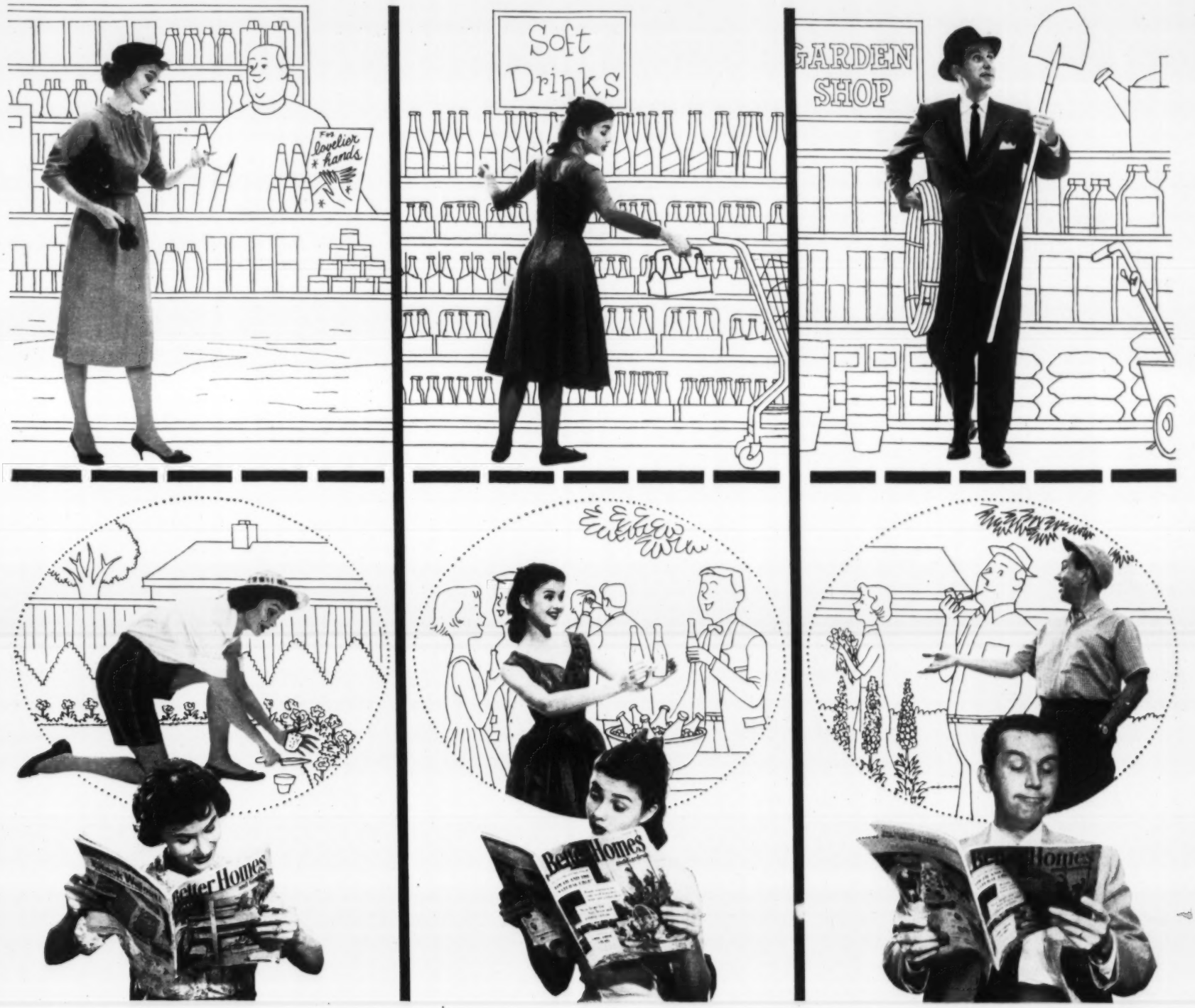


TRENTON TIMES
Established 1883

CAMDEN COURIER-POST
Established 1875

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

A good idea never has much trouble getting someone to try it. And BH&G is loaded with ideas for things to do or to make or to buy. The people who read Better Homes and Gardens (a monthly average of 15½ million men and women) really "live by the book." They discuss it, lend it, save it, clip it, act on it—and buy by it.

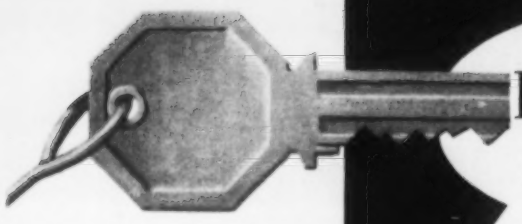
Whatever guides people to richer, happier family life concerns Better Homes and Gardens. From how to make a garden grow to what to do to make a teen-age party tick. And these families who dig in their gardens or entertain their friends are in the market for an endless variety of products. Hand lotions and sun glasses and home permanents as well as foods and beverages and garden equipment.

Product advertising is welcome and important in the climate Better Homes and Gardens creates. BH&G turns readers into spenders because nothing makes sales faster than ideas. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

. . . the family **idea** magazine

NOW OVER 4,600,000 COPIES MONTHLY



your key to a

BIG AUTO MARKET

93.9% of all ELKS Magazine households own one or more automobiles. 29.2% bought new cars in the last 12 months. These percentages are exceeded by only 2 of the 55 magazines in the latest Starch Consumer Magazine Report.

A high percentage of car ownership . . . a high median income of $6,798 . . . these make 1,230,998 Elks a leading mass market for auto sales.

You can best sell this key auto market by advertising autos and automotive products in The ELKS Magazine.

THE Elks MAGAZINE

More information? Write for a copy of our booklet, "The Elks Market"

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street

YOU'RE ONLY

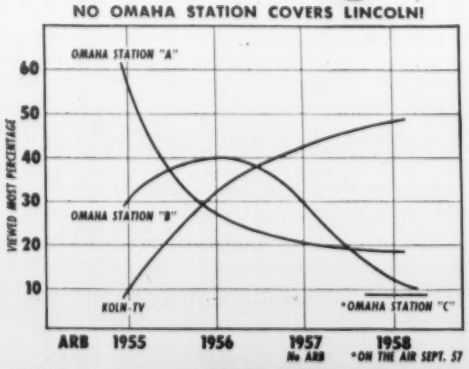
HALF-COVERED

IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land—KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



Nebraska has two big markets. One is the extreme East. The other is big (66 counties), well-to-do Lincoln-Land, containing more than half the buying power of the entire state!

Three top TV stations are battling for ratings in the extreme Eastern market (and, naturally, slicing the pie three ways). In Lincoln-Land, there are no such goings-on. *The NCS #3 map shows clearly that KOLN-TV is the one-and-only station that covers this wealthy area.*

Ask Avery-Knodel for the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Folzer Stations

WKZO TV — GRAND RAPIDS KALAMAZOO
WKZO RADIO — KALAMAZOO BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD TV — PEORIA, ILLINOIS

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Jo Ann Bronson, on the ad staff of *The Courant*, Hartford, Conn., has a regal after-office-hours "career": She is to reign for her seventh consecutive season as Sweetheart of the February Heart Fund Ball, sponsored by Trinity College fraternity Theta XI. In addition, she's reigned as Hartford Cigar Festival Queen, Cherry Blossom Princess, and Miss Jaycee of Greater Hartford . . .

Marshall V. Virello, now starting his tenth year as ad and pr manager of California Physicians-Blue Shield, and **Florence Dieves**, exec producer with W. A. Palmer Films, have been named Advertising Man and Woman of the Year by the San Francisco Adclub . . . **Alan F. Frank**, vp of Frank & Thomas Advertising, is the winner of the distinguished service award of the Salt Lake City Junior Chamber of Commerce . . .

J. M. Bowman, senior account supervisor and director of Walsh Advertising Co., Toronto, marked his 40th anniversary in the Canadian agency business the end of January . . . **Benet Hanau**, head of her own San Jose, Cal., agency for 12 years, is one of the two women elected to the board of the Better Business Bureau of Santa Clara Valley, the first time in the board's 31-year history that the distaff side has been represented . . .

Stanley Resor, board chairman of J. Walter Thompson Co., returns Feb. 20 from a trip abroad. One of his stops was Frankfurt, Germany, to attend the opening of JWT's new building there . . . **Henry Grandin Jr.**, of McCann-Erickson's staff in San Francisco, became the father of a son, Steven Bevan, Jan. 20—making four boys and a girl for the Grandin family . . . **Robert Raynald**, head of *La Ferme*, Montreal, was re-elected president of the Quebec Forestry Assn. Among its many projects, the association sponsors the 4-H Clubs of Quebec . . .

IN THE MONEY—*Edward L. Bailey (center), of Leo Burnett Co., Chicago, gets his choice of $4,000 in cash or a royalty share in a producing Kansas oil well lease—his reward for contributing the winning name, "The Golden K Network," for the new Kansas network of KAKE-TV, KTVC and KAYS-TV. Don Waldron (left), KAKE-TV sales manager, gives Mr. Bailey the good news while Draper Daniels, vp, creative department, Leo Burnett, looks on.*

Coming marriages: Susan Henick and **Barry Jay Nova** of Lennen & Newell . . . Mary Ellis Carey and **Nicholas Barnes** with N. W. Ayer & Son, Philadelphia . . . Elizabeth Covington and **Charles Carter Smith Jr.** with the Chicago staff of McCann-Erickson . . . Mary Helen Adams, daughter of **Rolland Adams**, publisher of the *Globe*, Bethlehem, Pa., and John Bitzer Jr. . . . Linda Holbert and John S. Weltner, son of **George Weltner**, vp of world sales of Paramount Pictures . . .

Blair A. Walliser, exec vp and general manager of Mutual Broadcasting System, has been promoted to captain in the U.S. Coast Guard Reserve. As a yachtsman, he is a Mackinac Race winner and holder of numerous other trophies . . . **Andrew Haire Jr.**, treasurer of Haire Publishing, has been reelected commodore of the Manhassett Bay Yacht Club, Port Washington, L.I. . .

Richard E. Berlin, president of Hearst Corp.; **John S. Knight**, head of Knight Newspapers; **Louis B. Seltzer**, editor, the *Cleveland Press*, and **Leon S. Wayburn**, president of Luckoff & Wayburn, Detroit, have been elected trustees of the National Jewish Hospital at Denver, a free nonsectarian medical center . . .

Victor Bennett, head of his own New York agency, is off Feb. 20 on an extended trip to get away from it all. He first flies BOAC (client) to London; then embarks on a 14-day cruise to South Africa on the Union Castle line (client). After a stay in Capetown, "where no phones can reach me," he'll fly up to Kenya, East Africa, headquarters for East Africa Tourist Travel Assn. (client), and then back to London and home, ready to tackle the new year. . .

Albert L. Capstaff, director of NBC Radio Network programs, will lead a training session for Voice of America personnel in March . . . **Robert Cutler**, promotion manager of Newspaper Agency Corp., Salt Lake City, is currently president of the University of Utah Alumni Assn. and member of the university's board of regents—one of the youngest men to serve as a regent . . . A slip of the typewriter in the Getting Personal column of Jan. 26, made Gaines Kelley, manager of KFMY-TV, when it should have been WFMY-TV, Greensboro, of course . . . Donna Grace McAuley was married Feb. 2 to **Hugh J. Kelly Jr.**, of General Foods and son of the exec vp of McGraw-Hill Publishing . . .

World traveler **Irving B. Hexter**, president of Industrial Publishing Corp., Cleveland, is off again. With Mrs. Hexter and Art and Lois Linkletter of radio-tv fame, he took off from New York for Rome Feb. 8, and thence direct to Bombay. The foursome will spend several weeks in India, with a special interview with Mr. Neru on the tentative schedule . . .

Persuades

The New Yorker is attuned to its readers' needs and desires. It stimulates* and persuades. This is a quality many advertisers have found valuable in promoting their products, services, and ideas.

*The New Yorker sells the people other people follow.

THE NEW YORKER

New York, Chicago, San Francisco, Los Angeles, Atlanta, London

'Modern Hospital's' Sanford Agrees There's Weakness in Business Papers' Research

CHICAGO, Feb. 10—Yesterday's meeting of the Chicago Business Publication Assn. drew an overflow crowd in expectation of a hot rebuttal to an agency man's blast against business paper research.

Charges that much business publication research is "cheap" and lacks objectivity were made by J. Wesley Rosberg, senior vp and research director of the Buchen Co., in a talk to the t.f. Club of Chicago (AA, Jan. 26).

■ But what the group heard yesterday was, to a large extent, a confirmation of what Mr. Rosberg had said.

"I believe that much of what Mr. Rosberg said is true—and it hurts," Russell Sanford, research director of *Modern Hospital*, told the meeting. "I resent that these charges should have come from outside the ranks of business paper publishers. But what he said should really have been said long ago by business publishers. And it should have been repeated loud and often."

He did challenge Mr. Rosberg in the matter of degree—Mr. Rosberg had said that not one piece of research in 1,000 would pass muster with the Advertising Research Foundation's technical committee. Mr. Sanford asked that agencies give specific figures on the percentage of business paper research that is unacceptable.

But he acknowledged that much research is poor, and cited examples of misleading reports. A favorite pattern among business papers, he said, is to make a perfectly valid study of a market and then delete from the report any information that isn't favorable.

■ "Agencies aren't stupid," he asserted. "They know exactly where to look to spot hankie-pankie stunts."

Mr. Sanford urged business paper researchers to make special studies of advertisers and agencies to find out exactly what sort of information is wanted.

Research need not be definitive to be good, he emphasized. Primarily it must be honest and helpful, he said.

"Most business publication research is only indicative, not definitive," he stressed, "and we should acknowledge this." But he said, "Far too much of our research is blown up 'way out of proportion to its content and worth. Too much business publication research, I'm convinced, is made only to prove something."

■ But business papers aren't the only parties guilty of research evils, Mr. Sanford emphasized. He hit particularly hard at Starch research for two of its practices.

First, he said, it fails to reveal the very important number of people it checks before it finds 100 qualified respondents for its reports. Second, it claims that it is measuring ad impact, whereas in actuality it is only measuring registration of impressions. The end result of these is a major overstatement of conclusions in Starch reports, Mr. Sanford said, "and if that's research, I'm a monkey's uncle."

■ But Mr. Rosberg and agencies in general also got some suggestions from Mr. Sanford.

Mr. Sanford complained that agency questions to business publications often are either so specific that they invite oversight of important factors, or they are so general that they impose an unreasonable demand on a publication's time and resources.

He urged agencies to explain more of their problems and more of what they want from business papers.

Following Mr. Sanford's talk, Mr. Rosberg made one footnote to his t.f. Club talk. He said his use of the word "cheap"—which Mr. Sanford had vigorously challenged—referred to research that was done slipshod and too quickly. He did not mean the dollar cost of the research, he emphasized. #

ONE OF A SERIES

HOW BIDDLE ADVERTISING LOST HALF OF A $500,000 ACCOUNT

of possible interest to manufacturers considering changing advertising agencies

We recently dropped $250,000 volume because a clever salesman ran us in to a corner where we had to flatly refuse to put a client on television.

This is no reflection on TV. We use it, of course. It is a wonderful medium. But not for everyone—any more than magazines or newspapers are suitable for every advertiser. It was our considered judgment that TV would waste money for this particular advertiser.

We are having no trouble keeping our halos in place. No one even in the privacy of our office has used the word "unethical" in reference to our competitors. We lost the ball temporarily. It is our opinion, however, that had our competitor known the client's affairs as well as we happen to, he would have hesitated to sell him TV. We like to think so, anyhow.

Why did we refuse the business? There were several reasons. For one thing, we believe that bad recommendations come home to roost.

We believe sincerely that the way to build a service business like ours is spend client money like it was our own. And we just plain wouldn't have spent half of a yearly appropriation in 2 weeks on two quarter hour segments of a TV show had it been our money.

The client is quite bright and very successful. He may indeed prove us to be wrong. But if a business like ours can't stand behind its convictions it becomes subservient and eventually ineffective. Besides, it's no fun. About the only good thing we can think of about the present high tax schedule is that it makes a modicum of independence less expensive!

Anyhow we are now open for a new account of similar size or one or two of smaller size with growth potentials, or we could handle a larger one, of course.

Our approach to an advertiser's problem is rather different than most agencies. We think in terms of sales promotion, sales programs, collateral sales tools, dealers' problems, and the like almost as much as we do media. The Biddle men who meet with prospective clients probably will talk more about marketing, distribution, territorial problems, research and other things that concern sales managers than about art and copy. They are, however, strongly backed up by top creative teams.

We are a medium size agency doing $9,500,000. 17 years old. 4 offices. 110 carefully recruited, thoroughly trained staff members. We have prospered, we think, because we have been able to assist most of our clients to get big sales gains. We will work very hard to do the same thing for you.

If you would like an advertising agency that knows how to sell and also one that will voice an opinion when it thinks you are getting ready to throw away some of your money we would be pleased to hear from you. You can call us direct, or if you desire anonymity until you investigate us, ask your attorney to write us for literature about our company and our list of clients. If we get together for a talk, we will not come in with an impressive "show" but will merely expect to get acquainted with you in our first meeting.

Then, if you like the kind of people we have, the way they indicate they would go about handling and servicing your advertising and sales promotion we will make a planned presentation.

THE BIDDLE COMPANY

Advertising and Sales Promotion

CHICAGO, ILLINOIS Phone: Financial 6-9340
DES MOINES, IOWA Phone: Cherry 4-9154
KANSAS CITY, MISSOURI Phone: Valentine 1-0851
BLOOMINGTON, ILLINOIS Phone: 7-6036

Any of these Account Executives can tell you more about our company. Under our system each man is available for service to any client, anywhere. Erling Anderson, James Bailey, Paul Baker, Everett, Roy or Dale Biddle, Robert Bill, Harvey Brown, Donald Carter, Robert Engel, Proctor Fiske, Henry Flarsheim, Robert Ginzkey, Bruce Green, Al Lausmann, Stewart Logan, Robert McCain, Robert Moogk, Jac Ochiltree, Melvin Randoll, John Reinhard, Royden Rice, Edward Russell, Edward Segrist, William Stoneberg, Fred Thies, Harlan Vance, James Wright.

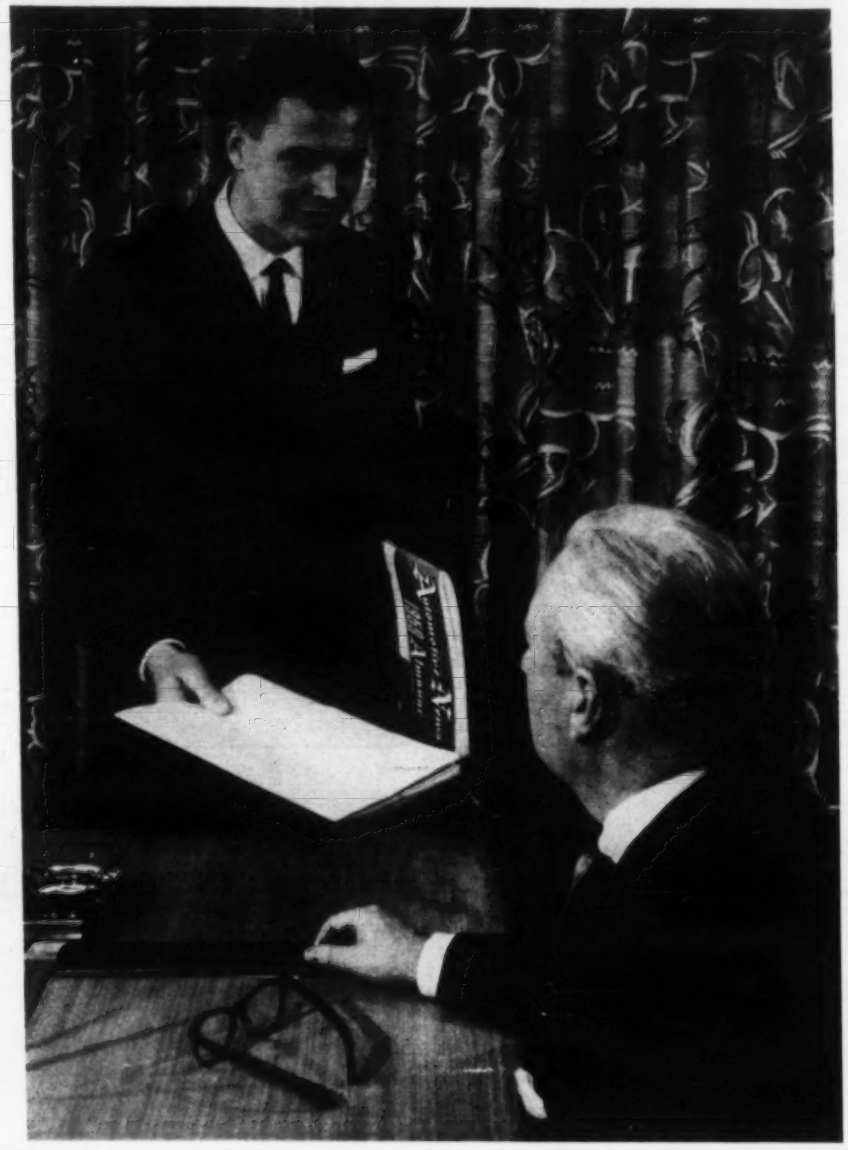
Otero & Winters Adds One

Otero & Winters, new Los Angeles agency, has been appointed to handle advertising for the Reliance Regulator division of American Meter Co. McCarty Co. is the previous agency. At the same time, Jean Clark joined the agency as an assistant to the agency principals, Page B. Otero and Curtis R. Winters, both formerly with McCarty. Miss Clark was formerly with McCarty Co.

Bonded Oil Names Peck

Richard F. Peck Advertising Agency, Cincinnati, has been named to handle all advertising, pr and sales promotion for Bonded Oil Co., Springfield, O.

A Mighty Important Report . . .



But He's Sure of His Facts . . .

Like a good lawyer, this up-and-coming automotive executive can't carry all the statistics, facts and figures on the automotive industry around in his head. But he has to know—and does—where he can put his hands on this vital information when and wherever it's needed.

And like the men who have come before him—and the men that will follow—he relies heavily on the one completely authoritative source of the automotive industry—the AUTOMOTIVE NEWS ALMANAC.

This is hardly a rare case in the automotive industry. Hundreds of times each day, influential people in the industry, manufacturing executives as well as car and truck dealers refer to the ALMANAC for information they need—immediately!

- A car dealer in Oklahoma City wants the total new car registrations in the state—it's in the ALMANAC!
- A truck dealer in Minneapolis wants the consumption of fuel and oil on farms in the U. S.—it's in the ALMANAC!
- An automotive designer in Dearborn wants to know who first introduced air suspension on cars—it's in the ALMANAC!
- A production executive in Albany wants to know the production of cars in the past 20 years—it's in the ALMANAC!
- A sales manager in New York wants the number of franchised dealers in the U. S.—it's in the ALMANAC!

It's a complete picture of the automotive industry, and it's all contained in one source!

This year, over 47,000 car and truck dealers and factory executives will refer to the Almanac over and over again. That's why it's your biggest advertising bargain of 1959. In fact, you can't afford not to put your product before this important audience.

Contact your AUTOMOTIVE NEWS representative today. He'll welcome the opportunity to tell you all about the Almanac.

ISSUE DATE . . . . . APRIL 27
CLOSING DATE . MARCH 16 (first forms)

NEW YORK: Edward Kruspak, Howard E. Bradley, Ray Billingham, Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520
SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547
LOS ANGELES: Robert E. Clark, Hollywood 3-4111

The most influential publication in the automotive industry.

YEAR LONG USE . . .
YEAR 'ROUND
EXPOSURE!

Where they act on

AGAIN AND AGAIN new advertisers are impressed with the way their advertising in "U.S.NEWS & WORLD REPORT" gets an unusually high readership. We're often asked if there is some special reason why. There is—and the explanation is a simple one.

First of all, "U.S. NEWS & WORLD REPORT" is read by the kind of people in the best position to act on advertising. Four out of five subscribers hold managerial and supervisory positions in business, industry, finance, government and the professions.

Family incomes average $15,009, highest of the news magazines, highest of all magazines with more than 1,000,000 circulation. These high incomes reflect their positions of responsibility.

Secondly, and just as important, people read "U.S.NEWS & WORLD REPORT" *in the mood to be informed*. They open each issue knowing they will find news they can use in their business plans or personal living. They approach the advertising pages with the same expectation—"How will I benefit by knowing about this?"

This active readership has been confirmed by many national advertisers who make a point of inviting inquiries and are therefore in the best position to check on the readership and results of their advertisements. We have

the "commercials"

more than 125 such case histories in our files, reporting "U.S.NEWS & WORLD REPORT" as No. 1 in results. Here are two current examples:

The Spencer Chemical Company, of Kansas City, Mo., says:

"In one week's time, we had over 3,000 inquiries. By October 10, we had received 4,732 inquiries. By November 10, the inquiry count was just short of the 7,000 mark—another record for our company in the number of inquiries from a single advertisement."

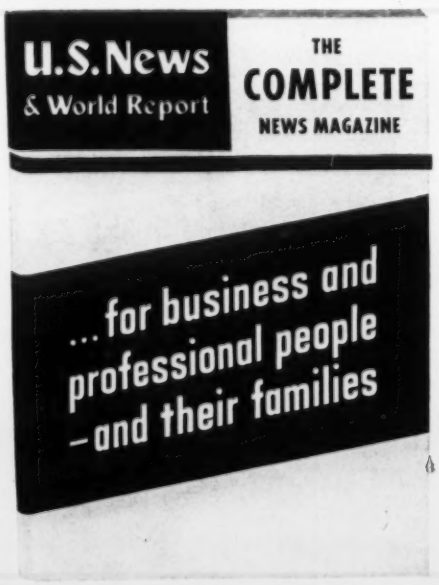
Or consider this one, in terms of actual sales. It's from Peugeot, Inc., New York, importer of the Peugeot automobile.

"As you know, our sedan was put on sale approximately April 1. Advertising in 'U.S.NEWS & WORLD REPORT,' however, did not begin until May. Sales figures through September show that Peugeot went from last place among 54 imported car brands to 15th place.

"Although your magazine represents only 23% of the total circulation of the magazines we used, it accounts for roughly 65% of the inquiries received."

Here in one audience is a net paid circulation of 1,100,000 concentrated among America's most important people. They spark the ideas for their companies and organizations. They set the pace for their communities. They depend on "U.S.NEWS & WORLD REPORT" for the essential news, and they consistently give it the most votes as the magazine most useful to them, and the magazine in which they place the most confidence.

Coverage of this big and growing market is available to advertisers this year at $4.97 per page per thousand, lowest in the field. These people, as the above results so clearly show, are people who not only read the advertisements in "U.S.NEWS & WORLD REPORT" but *act* on them.



U.S.NEWS & WORLD REPORT

"Useful News for Important People"

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Net paid circulation now 1,100,000

Lloyd Griscom, 86, Veteran Publisher, Diplomat, Is Dead

TALLAHASSEE, Feb. 10—Lloyd Carpenter Griscom, 86, chairman of the *Tallahasee Democrat* and former owner of several newspapers in Nassau County, New York, including the *Nassau Daily Star, Great Neck Record* and *Oyster Bay Pilot*, died of a stroke Feb. 8 at Memorial Hospital, Thomasville, Ga. He was stricken at the hospital while visiting a sister, Frances Griscom, of Tallahassee, who was a patient there.

Born in Riverton, N. J., he received a doctor of laws degree from the University of Pennsylvania in 1906, after attending its undergraduate and law schools and the New York Law School and having been admitted to the New York bar in 1896. He was a deputy district attorney of New York County in 1897 and served as a captain in the Army in Cuba in the Spanish-American war.

■ Entering the diplomatic service, he served in Constantinople from 1899 to 1901; was minister to Persia in 1901-'02; minister to Japan from 1902 to 1906; ambassador to Brazil in 1906-07 and to Italy from 1907 to 1909.

During World War I, Mr. Griscom served as a major in the 77th division in France, and later was a liaison officer on the staff of Gen. John J. Pershing, with the rank of lieutenant colonel. He received the distinguished service medal and was made a knight commander of the orders of St. Michael and St. George by Great Britain in 1919.

Mr. Griscom was the author of two books published in 1940—"Tenth Avenue" and "Diplomatically Speaking."

GEORGE K. WITHERS

SAN ANTONIO, Feb. 10—George K. Withers, 47, commercial artist and illustrator, who had recently joined the staff of Pitluk Advertising Co. here, died Feb. 6 of a heart attack. He formerly had lived in Huntington, N.Y., and had been a free lance advertising artist in New York. He had attended the University of Kansas and had studied at the Art Students League of New York.

WILLIAM B. WOOD

PHILADELPHIA, Feb. 10—William Biddle Wood, 46, an art director for N. W. Ayer & Son, died Feb. 2 after a long illness.

After graduating from the Philadelphia Museum School of Art in 1935, Mr. Wood worked with a custom design paper manufacturing company.

In 1943, he joined Ayer as a layout designer and was made a supervisor in the art department a year later. His work on various accounts won him awards in several art directors exhibitions throughout the country.

J. CARL PEHL

NEW YORK, Feb. 10—J. Carl Pehl, 86, illustrator and designer of advertising displays, died Feb. 7 at the home of his daughter, Mrs. Frances Pehl Langbein, Maplewood, N.J.

Born in Germany, Mr. Pehl was brought to this country at the age of nine. His parents settled in Peoria, Ill., where he started at 18 as a color artist and stone engraver in a lithograph shop. He was a founder of the Peoria Art League.

He came to New York in 1893 and studied at the National Academy of Design and the Brooklyn Institute of Arts & Sciences. He became a book and magazine illustrator and also worked on commercial lithographs and designed various displays for point of sale advertising use. He maintained a studio in Union Square for many years and until two years ago had for several years designed the newspaper award of merit for the Women's Press Club of New York. At 79, he painted a series of murals for the Kings Highway Savings Bank, in Brooklyn.

Glaser Names Cole & Weber

Glaser Beverages, bottler and distributor of Pepsi-Cola and Seven-Up in the Seattle-Tacoma area, has appointed Cole & Weber, Seattle, to handle its advertising.

Cash in on the "Forgotten Forty" . . .

OVER 40%*

of Department and Junior Department Store Sales Volume is in Towns With Less Than 100,000 Population.

Let Mr. M.T.J.

capture this market for you . . . give you FULL market coverage!

MTJ is THE department store magazine—over 15,000 important buying influences in all well rated department stores across the country including all buying authority in the important under 100,000 population market.

MTJ is THE department store magazine—Merchandising and administrative executives look to the Journal for "How-to-Sell" editorial articles . . . 90% of which are case-history reports.

MTJ is THE department store magazine—take advantage of the editorial line-up in the months to come by coordinating your advertising with the editorial content . . .

APRIL—Father's Day, Graduation, Summer Events.
MAY—Winding up Summer and Preparing for Fall.

MTJ is THE department store magazine—make sure it's on your schedule.

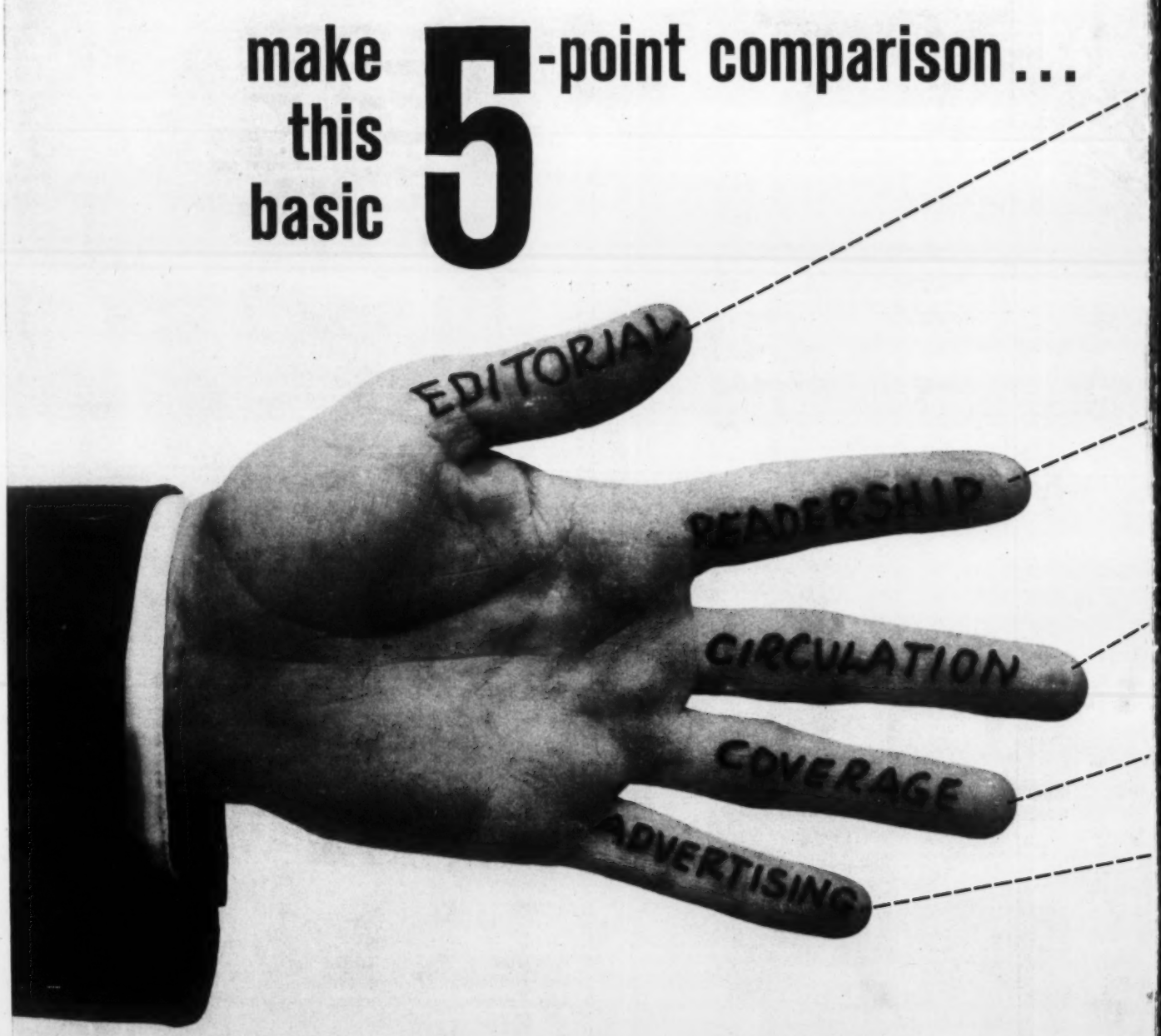
*Dep't of Commerce, Bureau of Census

merchants trade journal

1912 Grand Ave. Des Moines, Iowa
183 Madison Ave. New York, N.Y.

Suggestion from Architectural Record to any building product advertiser seeking to determine which architectural magazine will serve him best in 1959

make this basic 5-point comparison . . .



18-Month Exhibition Set in Brazil Starting in 1960

An Industrial Latin American Partnership Exhibition will be held for 18 months in Sao Paulo, Brazil, beginning in April, 1960. The exhibition will be jointly sponsored by the city of Sao Paulo and the Federation of Industries of Sao Paulo to spotlight the "profitable partnership" represented by foreign investment in Brazil. The number of exhibitors will be limited to 250.

Thorsen Enterprises, New York, U. S. representative of the exhibit, announced that the following American companies have already decided to exhibit: Union Carbide; DuPont; Borden; Ford Motor; Willys-Overland; International Basic Economy Corp.; Anderson, Clayton; Swift; Sterling Drug; American Can; Standard Oil Co. (New Jersey); General Motors; American Machine & Foundry; Johnson & Johnson and Olin Mathieson. All these companies have operations in Brazil.

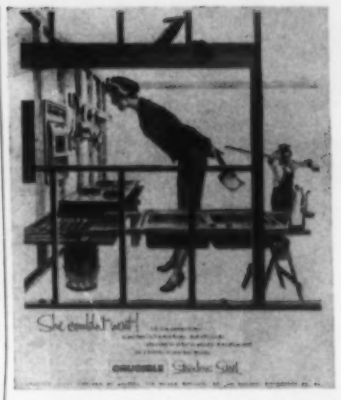
NBC Boosts Executives of TV, Radio Network

Walter D. Scott, vp for tv network sales of National Broadcasting Co., New York, has been promoted to exec vp of the network. Other promotions at NBC include David C. Adams, from exec vp for corporate relations to senior exec vp; Don Durgin, from vp and national sales manager to vp for tv network sales; James A. Stabile, from talent director to vp for talent and program contract administration; Norman Racusin, who is director of budgets, pricing and planning, to director of business affairs as well.

Two promotions in the NBC radio network include Albert L. Capstaff, from director of radio network programs to vp of the department, and George A. Graham, from director of radio network sales planning to vp of the department.

Aylin Adds 8 Accounts

Aylin Advertising Agency, Houston, has added eight new accounts. They are the Meyerland Plaza Shopping Center Merchants Assn., Wilson Stationery & Printing Co., Commercial State Bank, Gulf Coast National Bank of Almeda and Ivy-Russell Motor Co., all of Houston; American National Bank, Austin; R&S Optical Co., San Antonio, and Southwestern Graphite Co., Burnet.



EXTRA—*Crucible Steel Co. departs from its business paper schedule with this Saturday Evening Post color page, which illustrates the place of stainless steel in the home—rather than specific product advantages. G. M. Basford Co., New York, is the agency.*

Editorial

You'll note that Architectural Record not only serves its architect and engineer readers with *more* editorial pages—but it is the one leading architectural magazine whose editorial content is . . .

- edited specifically for architects—and engineers in building;
- timed and balanced continuously with the aid of Dodge Reports to be of maximum value to architects and engineers *in terms of the work on their boards;*
- evaluated in terms of worth to readers by Eastman Research Organization and Continuing Readership Research.

You'll note, too, that Architectural Record's 40 awards for editorial excellence include 5 out of 6 awards to architectural magazines by the American Institute of Architects!

Readership

- Architects and engineers have steadily voted Architectural Record "preferred" in 115 out of 127 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

Circulation

- More architects—and more engineers—subscribe to Architectural Record than to any other architectural magazine. (See recapitulation of architect and engineer circulation, pages 2 and 3 of A.B.C. statements.)
- Architectural Record's renewal percentage is highest, too.
- And you can reach Architectural Record's architect and engineer subscribers at the lowest cost per page per 1,000.

Coverage

Architectural Record's architect and engineer subscribers are *verifiably* responsible for planning 94% of the total dollar value of all architect-planned nonresidential building—and 77% of the residential building.

Advertising

For twelve straight years more building product advertisers have placed more pages of advertising in Architectural Record than in any other architectural magazine (69% more in 1958!)

Ask your Architectural Record representative for full information or write or phone the "workbook of the *active* architect and engineer" . . .

F. W. DODGE CORPORATION

Architectural Record

119 West 40th Street
New York 18, New York OX 5-3000

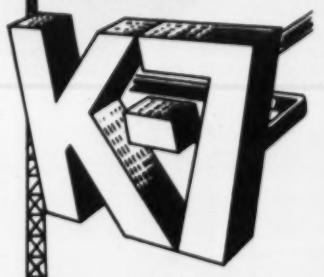
Published since 1891 by F. W. Dodge Corporation whose services also include: Dodge Reports • Dodge Construction Statistics • Sweet's Catalog Service • The Nation's Schools • The Modern Hospital • College and University Business • Hospital Purchasing File • Dodge Books

FAMOUS BRANDS of Texas

THE "JA"

An unlikely pair—English gentleman and rugged cowboy—ran the first ranch in the Texas Panhandle. The "JA", it was named for Englishman John Adair. Charles Goodnight, the cowboy, gave his name to a famous old west trail.

ANOTHER BRAND BECOMING FAMOUS IN THE TEXAS PANHANDLE . . .



Yes, and K-7 is burning a deep impression on televiewers across the great High Plains! New management, new full power, new full-day programming, and new ABC interconnection . . . PLUS a consistent, exciting promotion campaign . . . enable KVII-TV to sell your brand in a rich growing marketing area. Get the K-7 story from the Bolling Company.

K7 KVII-TV amarillo, texas

SELL Oklahoma's Biggest TV Market
...the KWTV Community...
from KWTV OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

NCS NO. 3
Spring, 1958
WEEKLY COVERAGE
Total Homes Reached
DAY and NIGHT:
263,880

CBS

See your PETRYman

McGraw-Edison Schedules New Air Conditioning Line

McGraw-Edison Co., Albion, Mich., is coming out with a new line of permanent and portable air conditioners under the brand name, Thomas A. Edison. Distribution is expected to be completed by the end of February.

The only advertising thus far has been a trade schedule designed to obtain distributors. At this time no plans have been made for a consumer campaign, according to McGraw-Edison, though a campaign may be scheduled after distribution is complete. Geyer, Morey, Madden & Ballard, Detroit, is the agency.

Dreyfus-Ashby Gets Wine

Dreyfus-Ashby & Co., New York, has been appointed exclusive U. S. agent for wine products of Nicola Clussarath, Trittenheim, Germany. It marks the first appearance of Clussarath wines in the U. S. Plans for promotion are still pending.

Europeans Tend to Use 'Soft Sell' in Ads, Copywriters Told

CHICAGO, Feb. 10—In general, European advertising tends to amuse rather than pound home hard-sell messages, according to Sheldon B. Sosna, vp and creative director of Grant Advertising, in a talk last week before the Chicago Copywriters Club.

Brand loyalties are strong in Europe, he said, and advertisers don't exhort people to change brands but use "pleasant persuasion" over a period of time.

And in West Germany, soft-sell is almost a must, because of laws restricting copy. German ads must be truthful, cannot leave a false impression, can make no use of product comparisons or blatant claims. "And no weaseling," Mr. Sosna told the group.

The copywriters got a fast trip around the world as Mr. Sosna briefed them on ad approaches from Pakistan to Sweden to South America.

■ Basic ad appeals are the same throughout the world, though applications vary according to each area's cultural environment, Mr. Sosna said. Beauty has a universal appeal, but beauty standards vary; status symbols are important, but the symbols change from country to country, he pointed out. U.S. influence, however, shows up everywhere.

Generally, advertising abroad depends more on the visual than on copy. In the Far East, for example, this is true because of a high rate of illiteracy and in Europe because of language barriers.

Thus, posters are the best-developed form of advertising, particularly in Europe. European poster art tends to surpass that of the U.S., he said.

■ In Europe also, Mr. Sosna noted, advertising people "have more status than in the U.S.—but less pay."

Mr. Sosna illustrated his talk with slides showing samples of foreign advertising and, in addition, had hundreds of samples displayed in the meeting rooms. #

Illegal Outdoor Posters Removed in San Francisco

Lester Bush, director of San Francisco's building inspection bureau, has reported that the last of San Francisco's illegal advertising boards have been removed from residential areas. Companies agreed to removal of all their signs in the prohibited area after a 1952 survey indicated 474 outdoor boards in residential areas in violation of zoning ordinances.

By last April, 308 of this total had been removed and the 166 remaining included 60 in freeway rights of way that will be legalized by the city's new zoning ordinance. Another 49 are subject to reconsideration by the planning commission. The remaining 57 are the boards that have been removed.

ANPA Bulletin Reports Results of N.Y. Newspaper Strike

"City Without a Heartbeat" is the subject of a new general management bulletin put out by the American Newspaper Publishers Assn. to report the impact of the recent 19-day newspaper strike in New York.

The ANPA remains with an earlier "conservative estimate" of a $50,000,000 financial loss stemming from the strike, but much of its report covers other impacts of the newspaperless period. Among these are unreported weddings, deaths, ship arrivals, concert dates, stock listings, books and Broadway shows.

Plan for a fast increase in sales...

Like picking a plum, the directions are simple and the results are pleasant. Just put your finger on the map at Metropolitan San Jose, Santa Clara County, California.

This Metropolitan Area ranks FIRST in rate of growth since 1950. Take these "plums" for example . . .

Population up **85.2%**
(from 290,547 to 538,100)
Mfg. employment up **83.2%**
(from 28,550 to 52,300)
Retail sales up **130%**
(from $302,670.00 to $696,267.00)

Such market indicators are significant. To sell this expanding market, make full use of the San Jose Mercury and News . . . purchased by nearly 3 out of 4 who buy a major newspaper in the San Jose Metropolitan Area.

*SOURCES: U.S. Census, SRDS, California Department of Employment and Sales Management.

TODAY—Send for these two outstanding reports on Santa Clara County, California and its major newspaper, the San Jose Mercury and News: "Say . . . what about SAN JOSE" and "New Industry Speaks".

Greater San Jose Chamber of Commerce
Department 6, San Jose, California

Call your Ridder-Johns representative

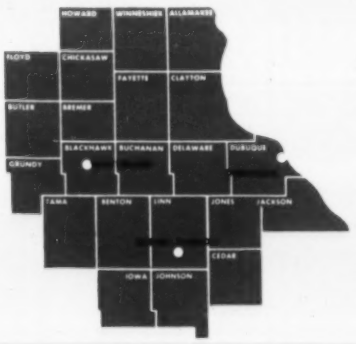
SAN JOSE
Santa Clara County
CALIFORNIA

SAN JOSE
Mercury and News
A RIDDER NEWSPAPER

Combined daily circulation – 110,272
(ABC Pub. Statement)

You're missing 4/5 of the *QUALITY QUARTER* if you rely on one "state-wide" newspaper!

These 22 counties in the Quality Quarter account for over 25% of Iowa's buying power!



62% daily coverage by *The Iowa Three.*

Only 19% daily coverage from the combined morning and evening circulation of the "state-wide" paper.

Here's why it's called the Quality Quarter:

	State Total	22-County Quality Quarter	Percentage of State
Population	2,842,200	740,200	26%
Households	866,270	218,280	25%
Total Retail Sales	$3,598,990,000	$ 964,525,000	27%
Consumer Spendable Income	$4,369,807,000	$1,146,979,000	26%

Compare circulation coverage in the Quality Quarter:

	Total Daily	Percentage of Households Covered
The Iowa Three	136,298	62%
"State-wide" paper	41,253	19%

Sources: Standard Rate & Data Service, Inc. estimates as of July 1, 1958. ABC Annual Audits for 12 months ending March 31, 1958.

Meet the newly-formed *Iowa Three* newspaper group, representing a completely new and common-sense advertising approach to northeastern Iowa. These three influential newspapers have joined together to "clear the air" about newspaper circulation and coverage in Iowa's fastest growing 22-county area: the vital Quality Quarter.

If you've been under the impression that a "state-wide" Iowa newspaper is delivering enough circulation in the Quality Quarter to sell your products, take another look! You've been missing four out of five families. In an area accounting for 27% of Iowa's total retail sales, you've been getting *less* than merchandisable coverage!

In the Quality Quarter you should:

COMPARE the total *daily* circulations. Don't be confused by "state-wide" coverage on Sunday. Most national advertising runs *daily.*

COMPARE coverage with up-to-date household estimates. Old 1950 census figures are about 13% under actual population.

COMPARE the local acceptance of *The Iowa Three.* They ARE the home-town newspapers in the Quality Quarter. No other newspaper can come even close to their influence.

Surprised at the statistics shown at the left? Concerned about what you've been missing? Then call any one of the three national representatives of *The Iowa Three* group. They'll open your eyes even wider. They'll prove to you why it takes the *combined coverage* and influence of *The Iowa Three* to get your share of the sales in the Quality Quarter.

THE *IOWA* THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by:
Allen-Klapp Co.
Jann & Kelley, Inc.
Story, Brooks & Finley

Sell the Nation's 3rd Fastest Growing Through One of America's Great

★★ THE DENVER POST HOME EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

5 Cents, 72 Pages

Vol. 67, No. 176 ★★

AREA POPULATION UP TO 889,909

Denver Set New Building Mark in 1958

Denver building construction within the city limits established a record of $104,216,040 during 1958, Don Harter, chief city building inspector, said Friday.

The previous highest valuation in building permits was in 1956, with a total of $102,120,565, Harter said. The 1957 total was $84,078,931.

Permits were issued for construction of 2,951 living units during 1958 at a valuation of $26,147,910. In 1957 permits were issued for 2,871 living units valued at $26,035,428.

Home construction has been on a decline in Denver the past few years because building sites in the city limits are becoming increasingly difficult to find.

In Denver's previous record building year of 1956 permits were issued for construction of 3,592 living units valued at $29,063,650.

Harter reported that 48,970 permits for all types of building construction were issued in 1958 compared with 48,524 permits in 1957.

Construction of several schools and large buildings in the downtown district helped boost Denver's building pace to the record.

MORE SCHOOLS DUE

Harter has declined to estimate what the total will run this year but he said more school construction and several additional large business and industrial buildings should keep Denver's building pace at a high mark.

The city started out 1959 by issuing a permit to the firm of Webb & Knapp for construction of the 20-story Courthouse Square Hotel. The permit for the 1,000-room structure was for $3,750,000, which doesn't cover plumbing, heating, ventilation, wiring, elevators or furnishings.

CU Expects City Record In Business

Business in Colorado set records for 1958 and will do even better in 1959, according to the University of Colorado Bureau of Business Research.

In its monthly publication, the Colorado Business Review, the bureau says 1958 marked "the 10th consecutive year in which retail activity in Colorado reached a new record high."

Although retail trade reports are not complete, the December issue of the Review says sales for the entire year should reach the $2.2 billion mark, up nearly $100 million from 1957.

Discussing business, the Review says bank debits—demand deposit accounts anticipated total for the year is $65 billion, up about $5 billion from 1957.

Tourist trade also showed a healthy increase, according to the bureau. About 4,095,000 visitors vacationed in Colorado during 1958, compared with 3,909,000 in 1957.

This is one area that is expected to receive a big boost in 1959. With the "Rush to the Rockies" Centennial, the bureau says tourist travel next summer should top the 4.6 million mark.

UP BY 29.7 PCT.

Bureau researchers say they expect 1958 building to exceed the $220 million mark. November building, they point out, topped the same month last year by 29.7 pct.

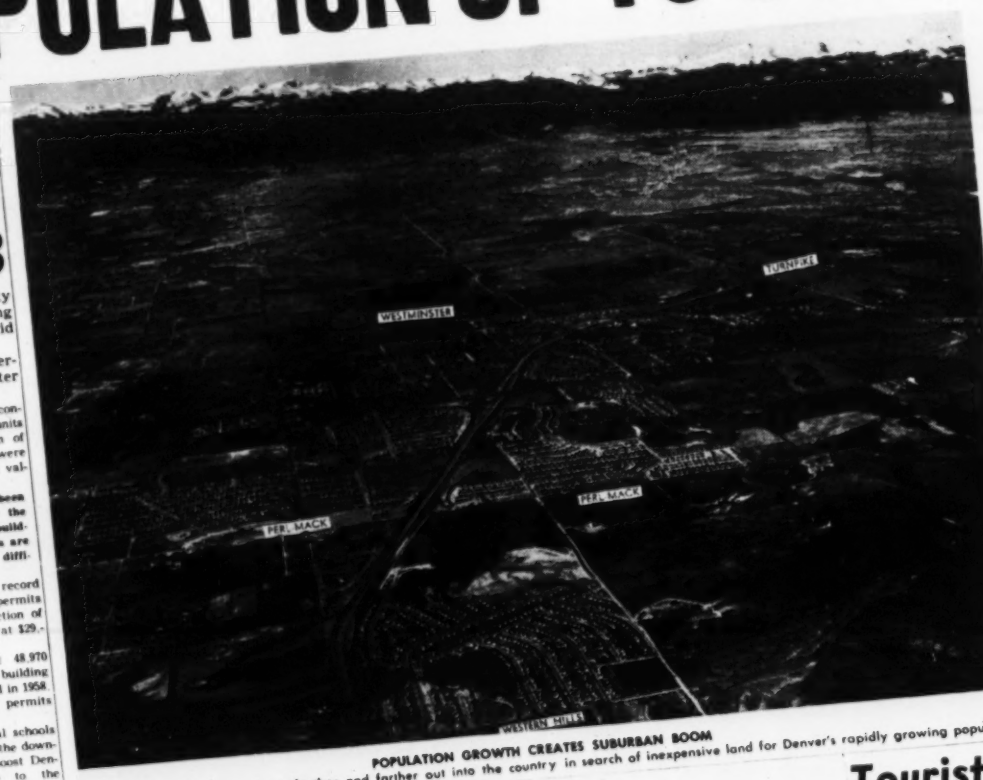
Non-farm employment, according to the bureau, will probably not exceed an average of 525,000 in 1958. This compares with an average of 532,939 during 1957.

In the Denver area, Novem-

$15 Million Projects Studied

Details of a $15.3 million capital improvements program for Denver that would include a new City and County Office Building were disclosed Tuesday when the federal government approved a $385,000 planning loan for the project.

The grant was approved by the Community Facilities Administration of the House and Home Finance Agency in Wash-



POPULATION GROWTH CREATES SUBURBAN BOOM

Leap-frogging subdivisions move farther and farther out into the country in search of inexpensive land for Denver's rapidly growing population.

945,000 If Boulder Is Included

By GENE LINDBERG
Denver Post Staff Writer

Population estimates for the Denver metropolitan area at the end of 1958 run as high as 889,909 persons.

This is a working figure, based on actual count of the number of residential electric meters in the greater Denver area including Jefferson, Adams, Arapahoe and Denver counties.

If Boulder County, which was just added to Denver's metropolitan area, were included, this population figure would exceed 945,000.

The Public Service Co. of Colorado reports a total of 194,535 residential electric meters in the Denver, Jefferson, Arapahoe and Adams county areas served by that company.

The Colorado Central Power Co., serving Golden, Englewood and Littleton, reports a total of 25,250 residence meters in those areas, to which it distributes power purchased at wholesale from Public Service. The combined count of the two firms is 219,785 residence meters.

Public Service, in estimating population from meter count, uses a figure based on surveys made at the time of the 1950 census.

This figure shows there are 4.049 persons per residence meter in the Denver area. Multiplying 219,785 by 4.049 gives a population estimate of 889,909 persons in the Public Service-Colorado Central Power combined service area.

A year ago the combined population estimate of these two electric firms was 866,421 persons. Thus, the 1958 population increase for the Denver metropolitan area they serve is 23,488 persons, or 1,957 persons per month for the past 12 months.

FIGURE IN 1950

In 1950, the official U.S. census figure for the Denver metropolitan area was 563,832. By comparison, the electric estimate shows an increase of 326,077 persons in the past eight years—a boost of more than 57 pct.

On last Oct. 1, the Denver Chamber of Commerce Business Research Division estimated the population of the Denver metropolitan area at 853,700 persons, and announced that since the 1950 census the Denver area's population has increased on the average of 2,600 persons per month. This would indicate a metropolitan Denver population of 841,500 persons at year's end.

A spokesman for Public Service said the Chamber of Commerce estimate and the larger

Safeway To Spend $7 Million

By HARRY WALKER
Denver Post Staff Writer

Safeway Stores, Inc. Tuesday announced a $7 million store construction program for 1959 to keep abreast of population growth in the Rocky Mountain region.

The program involves construction of 20 new ranch-type stores to augment 12 completed in 1958 at a cost of $4 million and purchase of sites for an additional eleven stores.

One million dollars is earmarked for remodeling of stores in the Denver area.

T. W. Henritze, Denver division manager for Safeway, said three of the new stores will be in the Denver area. Three other Denver area stores now are under construction and will be completed between now and May, he said.

Contract for the first new Denver store, to be located at 1355 S. Sheridan Blvd., was awarded Tuesday to H. W. Hammond Co., Denver. Henritze

$560 MILLION YIELD

Colorado Farmers Harvest Record Crops During Year

By DICK PROUTY
Denver Post Staff Writer

Colorado farmers in 1958 harvested their largest crop, even exceeding record 1957, according to the final report of the year from the U. S. and state Departments of Agriculture.

The harvest was worth $560 million to Colorado farmers, compared with $477 million in 1957, $426 million in 1956. In 1952 crops brought a record $603 million but the harvest was not as large, the report said.

These figures include field and row crops, livestock, dairy products, fruit and produce, and other agricultural items.

Adequate precipitation last winter, both in the mountains and on the plains, filled reservoirs, permitted moisture to sink to a moderately good depth in the soil and enabled farmers to "save" irrigation water for the dry late summer and early fall.

A wet, cool spring, combined with the severe hail in some areas in May and June which forced some replanting of crops was more than compensated for by a warm, dry autumn which enabled even late-planted crops to mature and add to the harvest.

PER-ACRE YIELDS

Record per-acre yields and exceptionally high quality of nearly every crop grown in the state were noted by statisticians.

Grazing land, both in mountain pastures and on the eastern plains, was reported the best since 1950 by the U. S. Department of Agriculture. The good grazing conditions, combined with surpluses of feed crops, which depressed feed prices in the face of rising prices for cattle, sheep and swine, encouraged some farmers to turn to feed operations in hopes of gaining a quick profit.

Near record numbers of sheep and cattle were received in

Denver Employment To Stay at High Level

Denver business and industrial employment during the first quarter will maintain the high levels achieved by the end of 1958—with spectacular increases expected in eight categories.

This is revealed in Denver's portion of a national survey conducted by Manpower, Inc., in which 2,000 top level executives were asked to forecast the

ployment increases in banking, building construction, chemical and allied manufacturing, furniture and fixtures, insurance, public utilities, retail auto firms, and retail food.

These upward prospects are almost identical to those for the national survey in the categories mentioned, he said.

Employment levels of the following categories are expected

Tourist Records Shattered

By JIM RITCHIE
Denver Post Staff Writer

Record numbers of tourists flocked into Colorado and Denver during 1958, yearend estimates by the University of Colorado Bureau of Business Research showed Friday.

During the year, 4,095,000 tourists came to Colorado and spent a record $303,562,000, Jack Crampon, bureau director, said.

The 1958 figures compared with 3,909,000 visitors who came to the state during 1957 and spent $261,747,000. The 1957 totals were the previous highs.

A record 2,850,000 tourists who journeyed to Colorado visited Denver, spending $57 million in the city, the Denver Convention and Visitors Bureau estimated.

Crampon said the records were set during a year "when everything indicated that the state wouldn't have an increase in the number of visitors."

He said the recession and cool weather in Kansas and Nebraska had been expected to keep the number of tourists near the average. "Apparently the economic downturn kept peo-

Major Market Newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 71%
Post's Sunday coverage: 81%

Boulder, Colorado
Post's daily coverage: 51%
Post's Sunday coverage: 99%

Longmont, Colorado
Post's daily coverage: 53%
Post's Sunday coverage: 94%

Fort Collins, Colorado
Post's daily coverage: 43%
Post's Sunday coverage: 84%

CIRCULATION

Evening, except Saturday . . .	253,410
Sunday	334,121
Empire Magazine and Comics .	362,919

A. B. C. Publisher's Statement September 30, 1958

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

New Business Mail Foundation Will Act as PR Organization

NEW YORK, Feb. 10—The Business Mail Foundation, an organization formed for the purpose of increasing public understanding of all aspects of business mail, was officially announced at a press conference today by David Harrington, chairman of Reuben H. Donnelley Corp., spokesman for the organizers of the new foundation.

As previously reported (AA, Jan. 12), the new organization will be essentially a public relations operation for direct mail advertisers and suppliers.

It was incorporated Dec. 31, 1958, as a non-profit corporation in New York State. Since then, 70 companies in the direct mail field have joined the foundation and have contributed $50,000 to its proposed 1959 budget of $75,000.

■ The foundation's basic purposes, Mr. Harrington said, "are to provide information to business, industry and the consumer on the role played by business mail in the national economy, and to mobilize the facilities and techniques of the various branches of the direct mail industry for a continuing series of public service activities.

"Newspapers, television and magazines," he said, "have recognized the importance of creating a favorable climate for their media. It's high time that business mail took steps to gain the recognition which it deserves."

Approximately $1.5 billion was spent for business mail in 1959, Mr. Harrington said.

■ Randall P. McIntyre, vp of O. E. McIntyre Inc., one of the founders, outlined the policies of the foundation. He stressed that "it will function purely in the public relations area," and that Ruder & Finn, public relations counsel, will be responsible for executing the pr program.

Both Messrs. Harrington & McIntyre emphasized that "under no circumstances will the foundation act as a lobbying organization." They also indicated that the foundation has the backing of "virtually every technical and professional organization in the industry, including the Direct Mail Advertising Assn., Mail Advertiser's Service Assn., and the Council of Mailing List Brokers."

Members of the Ruder & Finn staff, in outlining the program for the foundation, pointed out that the organization will work closely with key public service organizations to help disseminate important messages in the public welfare.

It was pointed out that a portion of the billions of pieces of business mail transmitted each year can carry vital information that will be effective in improving health, reducing accidents, combating juvenile delinquency, etc., and that plans are now being completed on this phase of the program.

SAUCE-Y—*Best Foods' mayonnaise will be promoted as a sauce ingredient in the first of a series of spring ads scheduled for Ladies' Home Journal, March; Life, March 2; Ebony and True Story in April. Dancer-Fitzgerald-Sample, New York, is the agency.*

In addition, the foundation will have a public information function. It will conduct surveys, compile statistics, and release information to the press and business.

By-laws have been approved by the current members, and a board of directors will be named in March.

■ The members of the steering committee, which will be replaced next month by the board of directors, are Henry Hoke Sr., editor of the *Reporter of Direct Mail Advertising*, Clearwater, Fla.; Leonard Raymond, president of Dickie-Raymond, Boston; Edward N. Mayer Jr., vp of McCann-Erickson, New York; Robert Stone, president of National Research Bureau, Chicago; George Bryant, president of George Bryant & Staff, Englewood, N. J.; John E. Tillotson II, president of Modern Handicraft Inc., Kansas City, and A. M. Anderson, of Reuben H. Donnelley Corp., Chicago.

The question of an executive secretary will be decided by the board of directors when elected, and so will the amount of the annual dues. #

Export Guide Published

American Exporter Publications, New York, has published, for the first time, a "Buyers Guide to U. S. Export Products," a 64-page listing of companies exporting outside of the U.S., broken down by 870 product classifications. The guide has some 10,000 individual listings. It was compiled from the current list of advertisers in the eight American Exporter publications. Bound in hard covers, the guide can be bought for $1 from American Exporter Publications, 386 Fourth Ave., New York.

Robert Wheeler Named VP

Robert S. Wheeler, director of advertising, has been elected vp of the Boyle-Midway division, American Home Products Corp., New York.

VIDEOTAPE™*

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO . . .
ON THE GO AGAIN

January Bank Clearings in El Paso were up $3,366,872 over January of last year and December was the highest month on record.

It's Really FINE in '59
In the Fabulous Southwest

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Klein, Tallcott Join Ziv

Ziv Television Programs, New York, has named John Tallcott, formerly with NBC Radio, to it syndication sales staff and Robert Klein, previously in classified telephone directory sales, an account executive for the Pittsburgh area.

Two Join Henri, Hurst

Charles T. Wilson, formerly an art director and art department supervisor, Campbell-Ewald Co., Chicago, and James Hauronic, formerly an art director of Batten, Barton, Durstine & Osborn, have joined Henri, Hurst & McDonald, Chicago, as art directors.

White Sox Signs with Diners'

Charles A. Comiskey, Chicago White Sox president, has signed a contract with the Diners' Club making it possible for 1,000,000 Diners' Club cardholders to charge their tickets for the White Sox baseball team's home games.

NEW APPROACH—*Formfit Co. has dropped its red apple and misty photos which marked previous campaigns for a theme built around "traffic signs." This b&w page runs in Life, Feb. 16. MacFarland, Aveyard & Co., Chicago, handles Formfit's print advertising.*

Uruguayan Agency Marks Half Century

MONTEVIDEO, Feb. 11—Capurro & Co., Uruguay's largest advertising agency, is celebrating its 50th anniversary this year.

One of the oldest agencies in Latin America—and in the world, for that matter—Capurro services a number of North American companies. Among them are General Motors, Northam Warren, National Cash Register, U. S. Rubber and E. R. Squibb.

Raul Capurro, president of the agency, is a founder and past chairman of the Uruguayan Assn. of Advertising Agencies. The agency was founded by his father in 1909. #

Cling Peach Board Names Hoard Ad Manager

Bill Hoard, for the past six years promotion manager of the Pacific Canned Pear Service, has been named manager of advertising and promotion for the Cling Peach Advisory Board, San Francisco. He succeeds S. E. Plumb, who has resigned. Mr. Hoard will be in charge of all advertising and promotion for California cling peaches, together with the advertising and promotion of fruit cocktail.

Bill Hoard

He handled promotions for the Washington State Fruit Commission concurrently with his service to the Pacific Coast pear growers and he has owned and operated apple, peach, cherry and apricot orchards. In addition to the industry's long term national advertising, the Cling Peach Advisory Board has run 56 major promotions, all but three with co-sponsors, during the past 12 years.

Retail Ad Conference Cites Seklemian, Carson Pirie

The Retail Advertising Conference has voted M. Seklemian, editor of *Retail Advertising Week*, as Retail Promotion Person-of-the-Year.

Carson Pirie Scott & Co., Chicago, was also cited by the conference for the advertising done by its men's store.

Smalley, Levitt Moves, Adds 5

The offices of Smalley, Levitt & Smith, Los Angeles, have been moved to 1544 N. Highland Ave. The agency recently has added five accounts: Germain's, Calicopters, Fornaciari Co., Radio Products Sales and Swissedent Foundation.

buy SALT LAKE

and open the door to a million more!

When you advertise in Salt Lake's two metropolitan newspapers, you not only reach and sell "INNER" Salt Lake with its ⅓ million people, but you also open the door to a million more prosperous prospects residing in "OUTER" Salt Lake. Salt Lake is the center and control point for this entire Intermountain market of 1⅓ million which extends hundreds of miles into neighboring states. It's unique, we admit, but true that this is one big buying area . . . served and sold by Salt Lake's two metropolitan newspapers.

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Week after week, more people buy more copies of TV Guide than any other magazine in America!

Single-copy sales are the best indication of a magazine's vitality. Latest A.B.C. figures give LIFE 711,809, the Post 1,502,607, and TV Guide 5,253,222! Any magazine that can sell itself *that* well can sell *your* product too!

Rate base: 6,500,000

NOW SELLING OVER 7,000,000* COPIES A WEEK!

*Publishers Estimates

Admen's Apathy to U.S. Shocks Wilson

(Continued from Page 1)

a contribution. But, he said, a staff of at least 10 persons is needed here, and it has got to be a lot more than a listening post.

"These remarks today must then be considered a plea to the advertising profession to make plans for effective representation in Washington," the congressman said. "Two important advertising trade publications recognize the significance of legislative and administrative activities here. Fulltime correspondents report the news. We know what's going on, but we do nothing about it."

■ Now in his third term, and recognized as one of the most influential of the young Republicans in the House, Rep. Wilson said there are many groups around the country concerned with the status and standards of advertising, but their effectiveness in the specific field of legislation is questionable, he said.

"Without being on the legislative scene and watching and working with a dedicated interest, you cannot do an effective job for your profession," he warned.

"It's true that some experts come down to testify on bills affecting various advertising media. This is common practice in legislation.

"But, frankly, the testimony, no matter how expert, plays a minor role in the influencing of legislation. To depend solely upon such testimony for constructive results is often fatal. Legislators are influenced in many ways—by the attitudes and opinions of their constituents; by helpful statistics and reliable information provided by groups and associations interested in specific legislation; and by constructive, intelligent lobbying. These are political facts of life which the advertising profession evidently has chosen to ignore.

■ "I believe there has been a tendency on the part of advertising to think that Washington is a figment of somebody's imagination," he remarked.

Last year, he said, the garden clubs, nature lovers and allied groups "carried on a propaganda war of major dimensions."

The outdoor industry "was frankly not alert to the problem, and its feeble attempts to influence legislation were too little and too late," he said.

"Today, we have legislation on our desks of vital concern to other segments of the advertising profession," he added.

"Now let's measure how the advertising profession measures up to seeing that constructive, and not destructive, legislation flows out of Washington."

Running down a list of industries which have fared well in Congress, and pointing out that each has a staff here, Rep. Wilson commented, "It is shocking to find that advertising, despite its importance to the nation's economy, has no *bona fide* staff working in the broad interests of the advertising profession in Washington."

Auto dealers maintain a staff of 75, he pointed out. Bottlers of carbonated beverages have 20. National Federation of Millers has 20. National Assn. of Home Builders has 82.

■ "It's more than mere coincidence that Congress within the past few years passed legislation permitting oleomargarine to be colored yellow," the congressman said. "The National Assn. of Margarine Manufacturers maintains a headquarters with a fulltime staff of five here in Washington.

"You perhaps never heard of putting limestone on a farmer's fields," he said, "but each year attempts are made to convince me that it's of major importance nationally, and I find that part of our farm legislation encourages the limestoning of crops in the interest of national welfare. At least part of the attitude springs from the staff work of the National Agricultural Limestone Institute, which has eight people for that purpose in Washington."

■ At a morning session, attorneys familiar with advertising's Washington problems referred repeatedly to the need to "shoulder muskets" when advertising is in trouble.

"Paul Revere has received the accolades of generations of Americans for spreading the alarm through every Middlesex village and farm," said AFA Counsel John J. Ryan, "but his historic ride would have been in vain if the minutemen had not responded to his warning and returned the British fire.

"And so it is today. The Advertising Federation of America can act as a modern Paul Revere to sound the alarm, but you fellows—the rank and file of the advertising industry—should shoulder the muskets if the battle is to be won."

Stepping out of his role as legal counsel to AFA, and speaking as a ranking minority member of the New York state assembly, Mr. Ryan said, "In a legislative fight, the paid lobbyist has a role to play, but so do organizations like AFA."

■ In the final analysis, he said, the most important factor influencing legislation is "simple communication between John Doe and his elected representative."

"When I return to my desk in Albany," he continued, "there will be letters from all kinds of groups and organizations. But the first letters that I will read and answer will be the letters from my own district. I receive these with sympathy, because these are the people I represent.

"In your roles as private citizens, you can be the most effective lobbyists your business could ask for. If the ladies and gentlemen of advertising did one half the job of selling their industry as they do the products of their clients, the problems we are discussing here would quickly disappear and become unpleasant memories with a happy ending."

■ Mr. Ryan dealt with efforts of the Internal Revenue Service to curb deductions for co-op and institutional advertising, and the drive in Congress to restrict advertising of alcoholic beverages.

He expressed fear that a recent ruling which requires manufacturers to regard co-op advertising as part of price for purposes of computing excise taxes will induce national advertisers to do away with co-op, and he warned that a new regulation tightening up on deductions for institutional advertising could become "a murderous weapon."

■ Robert J. Simon, authority on advertising law and counsel for the Poor Richard Club, Philadelphia, read a list of stories from last week's Advertising Age, dealing with anti-advertising moves in Congress and elsewhere, and observed, "We seem to be threatened with something like an Ice Age for advertising."

His remarks dealt with anti-advertising manifestations expressed in advertising taxes or anti-advertising moves like the Kefauver report on the automobile industry, and the new Commerce Department regulations against advertising by patent agents. He predicted more advertising tax moves will come along, because "advertising is a $10 billion industry. And $10 billion is a lot of money. Unless the industry fights, and fights hard, every governmental Tom, Dick and Harry may try to take a local bite out of that $10 billion."

Mr. Simon expressed concern that some people in government seem not to understand either the function of advertising or the techniques of its operation.

"They sometimes overlook the contribution which advertising makes to American industry," he said. "Some seem to think that advertising exists in a kind of gray flannel vacuum, peopled by esoteric space dwellers and staffed by martini-lapping Madison Avenueites. They mistake sweat for glamor and thoroughness for self-anointed genius."

■ But, turning to AFA's continuing contacts with the Federal Trade Commission, he observed that FTC "takes no bellicose, sweepingly antagonistic attitude toward advertising. It recognizes advertising for what it is—a great force for increased production and a valuable contributor to the continuing growth of industry and business.

"The commission's basic premise is—as with so many things—that there is good advertising and there is bad advertising," he said. "It separates the sheep from the goats. It strikes down misrepresentation and falsification, but it studiously steers clear of interference with truth and honesty. We may not always approve of its action in particular cases, but at least its doctrine is valid."

■ Also on the morning panel was F. Joseph Donohue, counsel for the Advertising Club of Washington, who discussed billboard and postal problems, and outlined the history of the Federal Trade Commission. ☆

De Bevec Stern Vedder Blethen

TASTY PIE CHART—*A real eatable pie chart, apple variety, was distributed among agency media executives in New York, Chicago, Philadelphia and Detroit to introduce a new circulation penetration study for the Seattle Times just completed by Dan E. Clark II & Associates. In Chicago, William K. Blethen, publisher of the Times, supervised distribution to John De Bevec, J. Walter Thompson Co.; Ed Stern, Foote, Cone & Belding, and Blair Vedder, Needham, Louis & Brorby.*

Fetridge Resigns Exec Vp Post at 'Popular Mechanics'

Chicago, Feb. 11—William Harrison Fetridge, exec vp of *Popular Mechanics*, has resigned, effective "in about a week." Mr. Fetridge says he has no definite plans for the future except for a trip to Europe.

W. H. Fetridge

Mr. Fetridge joined the publication in 1945. In addition to aiding in the development of *Popular Mechanics*, he originated and supervised the five foreign editions of the magazine in French, Spanish, German, Danish and Swedish.

No replacement has been named for Mr. Fetridge. According to *Popular Mechanics*, his duties will be absorbed by Hearst Magazines management. Hearst bought *PM* late last year (AA, Nov. 24, '58).

Saunders Leaves Compton

Olin A. Saunders has resigned as vp and director of Compton Advertising, New York. Before joining the agency in 1953, he was a vp of Hewitt, Ogilvy, Benson & Mather, advertising manager of Nestle Co., and account executive at Young & Rubicam. He will announce his future plans at a later date.

Vogue Patterns Boosts Rodney

Vogue Pattern Service, New York, has promoted John Rodney, formerly assistant sales manager, to sales manager, succeeding Poul Hornsleth, who becomes general manager in New York.

Crawford Joins Noble Agency

Arch Crawford, formerly president of the Magazine Publishers' Assn., has joined Albert Sidney Noble Advertising, New York, as media director.

Warner, Filmways Pool East, West Coast Studios

New York, Feb. 12—A major entertainment film producer and a leading tv commercial producer are pooling their production facilities to give advertisers improved service on the East and West Coasts.

The obvious aim of this arrangement—between Warner Bros., with its expansive shooting stages in California, and Filmways, with its New York studios—is to attract more film commercial business. Already these two companies estimate that between them they gross more than $5,000,000 annually on tv commercials and industrial film production.

■ Warner Bros.' business in this area is handled through its subsidiary, WBTV Commercial & Industrial Films, with headquarters in Burbank. Filmways' operational center is in New York, where the company has videotape as well as film equipment. In the past Warner has leased its studio space for commercials in New York and Filmways has done the same on the West Coast. Their pool agreement covers tv filmed commercials and industrial films only.

If this arrangement works out favorably, it may eventually evolve into a merger between the two companies. In the past Warner's commercials subsidiary has had only a skeletal sales staff. Now Filmways' sales staff will handle Warner sales in the East and Filmways will have offices on Warner's lot in Burbank.

■ "Now that we have excellent production facilities in the East and the West, we can go aggressively after film commercial business," Rodney Erickson, head of Warner's tv sales operation, told Advertising Age.

An advertiser who wants to do so can now shoot half of a commercial in California, where he has the advantages of great scope, and half in New York, which has the advantage of experience and nearness to the copywriters, he added.

Several of the stars of the Warner filmed tv series have been used in commercials. ☆

Dietrich Named Ad Manager

Kermit A. Dietrich has been named advertising manager of the *Berks-Lehigh Farmer*, a magazine published in Kutztown, Pa., covering the farm area of Berks, Lehigh, Northampton and Schuylkill counties. Previously, Mr. Dietrich was engaged in farming.

ARB Network TV Ratings

Week of Jan. 5-11, 1959

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	(%)*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	48.6
2	Wagon Train (Ford, National Biscuit Co., NBC)	44.5
3	Danny Thomas Show (General Foods, CBS)	40.0
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	38.9
5	Maverick (Kaiser, Drackett, ABC)	38.8
6	I've Got A Secret (R. J. Reynolds, CBS)	38.6
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	37.8
8	Price Is Right (Lever, Speidel, NBC)	36.7
9	Red Skelton (Pet Milk, S. C. Johnson, CBS)	36.5
10	The Real McCoys (Sylvania, ABC)	36.3

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	51,820
2	Wagon Train (Ford, National Biscuit Co., NBC)	51,780
3	Maverick (Kaiser, Drackett, ABC)	48,250
4	Perry Como Show (Several sponsors, NBC)	42,730
5	Danny Thomas Show (General Foods, CBS)	42,420
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	41,390
7	Lassie (Campbell Soup, CBS)	40,010
8	The Real McCoys (Sylvania, ABC)	39,510
9	Perry Mason (Several sponsors, CBS)	38,840
10	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	37,550

* Percentage of homes reached in markets where show appeared.

**Total number of persons viewing program.

"Dinner with the Khrushchevs? No thanks!"

"But, Dad, Eric Johnston did have dinner with them, and he shows in LOOK *that Khrushchev can be a pretty good guy."*

"It takes more than a big smile and a pat on the back to make a good guy, Jimmy. Look at Khrushchev's record in world affairs . . . even in his own country."

"Sure, but what's wrong with sitting down and talking to him? The more you know about the man you're fighting, the better you can fight him."

"Well, that makes sense. It does pay to know your enemy. Just don't forget he is an enemy. LOOK *makes that point clear and sharp."*

Son talks to father. Husband talks to wife. Parents talk to children. This constant exchange of ideas has made the family the most vital, most significant, force for action in American life. In millions of homes, family discussions are sparked more often by articles in LOOK than by any other communications medium. LOOK's exciting story of people arouses this interest, for no subject is so important to all people—men, women and teenagers—as the story of people. Such a story was the recent one by movie executive Eric Johnston, who told what he found when he became the first American to visit Nikita Khrushchev at home.

LOOK's accent on human values explains why its 27,900,000 readers are concentrated more among people in families with children than is the audience of any other major magazine. And it is the family that holds the key to immediate sales and enduring success for American businesses.

AMERICA'S FAMILY MAGAZINE **LOOK** **—the exciting story of people**

Borden Names Six

Borden Co., New York, has appointed William H. Martin marketing research manager and George G. Leary general sales manager. Mr. Martin, formerly with Batten, Barton, Durstine & Osborn, succeeds Robert E. Kahl, who has been named assistant vp of the Borden Foods Co. division in charge of marketing cheese and allied refrigerated products. Mr. Leary, with Borden 24 years, succeeds O. D. Hall, who was named manager of the company's new southeastern district. Borden also has promoted Nelson P. Foltz to sales manager and Leonard Moots to advertising and merchandising manager of its Chicago ice cream division.

PHOTOSTAT USERS!!!
Cut your costs 70%
with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY
108 W. Lake St., Chicago 1, FRa 2-8605

Gernand Joins Williams

Robert W. Gernand, formerly with George Brodsky Advertising, Chicago, has been named vp and art director of William R. Williams Inc., Chicago agency, while Charles Heath, formerly vp of Bishop Co., Chicago pr agency, has been named pr director of Williams. The Williams agency has taken new offices at 221 N. La Salle St., Chicago.

'Not Guilty': Auto Dealers

Pleas of not guilty have been entered by 22 Detroit Chevrolet dealers who were indicted under the Sherman Act on charges of price packing and agreeing to refrain from price advertising (AA, Jan. 26). The case was assigned to Federal Judge Thomas P. Thornton in Detroit, but no trial date was set.

SCHOOL TEACHER'S HOLIDAY—*Hertz Rent A Car System will kick off a series of ads designed to appeal to teachers with this two-color page in Scholastic Teacher, Feb. 27, Grade Teacher, March, and Instructor, April. Campbell-Ewald Co., Chicago, is the agency.*

KLIF
DALLAS
50,000 WATTS
(DAYTIME ONLY)
THE NATION'S NUMBER 1 STATION IN THE FIRST 25 MARKETS ACCORDING TO C. E. HOOPER, INC.

TIME	KLIF Share of Audience
MONDAY THRU SATURDAY 7:00 A. M. — 12:00 NOON	49.5
MONDAY THRU SATURDAY 12:00 NOON — 6:00 P. M.	51.3

December-January Hooper

Other McLendon Stations
KILT Houston
KTSA San Antonio
KEEL Shreveport
WAKY Louisville
Texas Triangle Office—2104 Jackson, Dallas represented by JOHN BLAIR & CO.

KLIF has more listeners than all other Dallas radio stations combined.

NORTH CORNER OF THE FAMOUS TEXAS TRIANGLE
OFFICE-2104 JACKSON, DALLAS. REPRESENTED BY JOHN BLAIR & CO.

Food Chain Field to Grow via Small New Groups: Lebhar

NEW YORK, Feb. 10—Future growth of chain stores rests primarily with the now small chains and the new ones which will be established, in the opinion of Godfrey M. Lebhar, author of "Chain Stores in America: 1859-1959" (Chain Store Publishing Corp., New York, $6.95).

Mr. Lebhar, editor-in-chief of *Chain Store Age*, said the larger chains will expand somewhat to keep pace with population increases, but they will not change significantly in relation to the total retailing picture, either in number of stores or sales volume.

"So far as the over-all retail picture is concerned," he said, "the chain store ratio, as to both stores and sales, is likely to increase in the years ahead. The gains, however, are likely to be both gradual and slight. They will come from the natural growth of the smaller chains and the entry of newcomers rather than from any substantial expansion on the part of the big companies."

The new edition of "Chain Stores in America" has been published on the 100th anniversary of the chain store system of distribution. The first chain—Great Atlantic & Pacific Tea Co.—was established in 1859, and is now the largest retail chain.

The revised edition includes an analysis of the 1954 retail census, comment on the status of fair trade laws and an appendix showing the growth of 41 major chains, by stores and sales. #

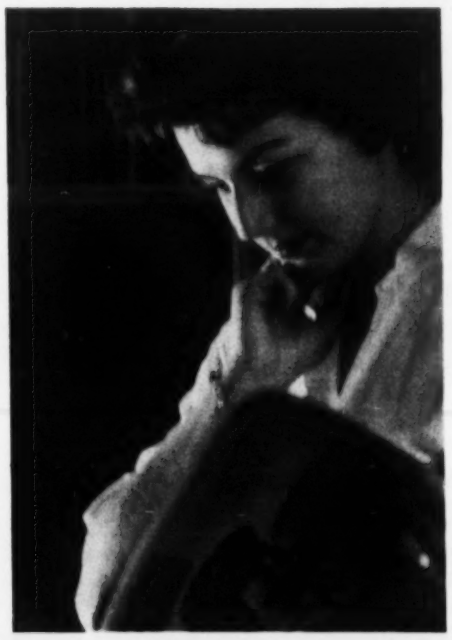
Needham, Louis Elects Needham, Vedder, Lockett

Richard H. Needham has been elected chairman of the operating committee of Needham, Louis & Brorby, Chicago, and Blair Vedder Jr. was named secretary of the agency. Both appointments follow the agency's policy of rotating membership and responsibilities on the committee. Mr. Needham, vp, personnel director and account executive, succeeds Albert A. Klatt as chairman of the operating committee. Mr. Klatt, vp and director of copy, continues as a committee member. Mr. Vedder is vp and director of media.

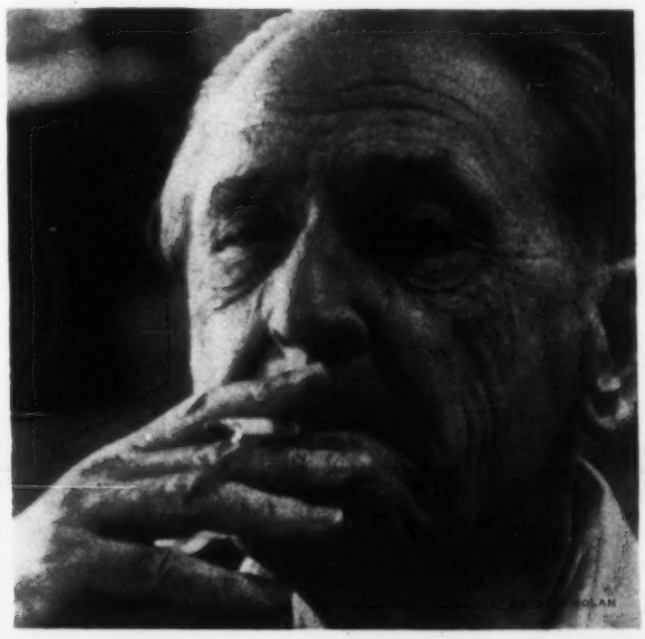
D. Barker Lockett has been named an officer of Needham, Louis & Brorby, with the title of associate television-radio creative director. He has been with the agency three years. Mr. Lockett will be assistant to Kenneth C. T. Snyder, whose title has been changed from vp and director of commercial production to vp and television-radio creative director.

inside The New York Times Magazine

"Both ads brought a burst of sales activity on Foot Flairs. Women walked into stores and asked for the shoes illustrated. Sellouts were reported by store after store. Because of successful past experience with our New York Times Magazine promotions, retailers allocate generous display space."...David Stein, president, Mutual Shoe Sales Co., Maynard, Mass.



The New York Times Magazine published more lines of advertising in 1958 than any other magazine (P.I.B.). Reasons for this remarkable achievement: Selling power in New York, your biggest market. Influence among able-to-buy families in 10,700 U.S. communities. Impact among retailers across the country. Comparatively low cost. And it adds the strength of The New York Times to your magazine schedules.



"There was a man who had a girl friend for many years. In fact, she had ceased to be a girl. And then his wife died, and his friends said that, now he was free, they supposed he would marry her. 'But where should I spend my evenings?' he asked. That is my position. Where shall I spend my mornings? How shall I spend my mornings?"...Somerset Maugham on retirement, The New York Times Magazine, Jan. 25.

News—and the people and events in it—make this an exciting magazine to read. Results—and the success of advertisers in it—make this a profitable magazine to use. The New York Times Magazine is distributed exclusively every Sunday with The New York Times into 1,300,000 homes and stores the country over.

Sell the doctor when his mind is on Medicine

in

Modern Medicine

reaches every practicing physician in the U.S. to age 65

Dr. Walter C. Alvarez, Editor-in-Chief

THE DOCTOR'S MARKET PLACE FOR PRODUCTS HE BUYS, PRESCRIBES OR RECOMMENDS

Walton Aims to Boost Spending for 'Money' Books

NEW YORK, Feb. 12—Profit Research Inc., one of two enterprises started last fall by Disney J. Walton, is expanding its promotion program and personnel.

Currently the company is selling its $4.95 set of plain-language "money-making" books in more than 20 major markets, billing about $8,000 weekly on spot radio and over Don Lee and Yankee networks. Markets include New York, Boston, Philadelphia, Chicago, New Orleans, Los Angeles, etc.

Seven titles are now being promoted, of which the most popular are "How to Start Getting Rich," "How to Legally Avoid Paying Taxes" and "Secrets of Speculation." Fifteen other titles are in preparation, according to Mr. Walton. Two sets of seven books each will sell together for $8.95.

■ Mr. Walton said he expects the promotion campaign to grow through the winter season to where it will bill about $20,000 weekly. For the company's first fiscal year, ending in September, he estimated radio billings would total between $150,000 and $175,000.

Commercials consist of a 15-minute "money talk" by Mr. Walton. Radio billing is through Diener & Dorskind, although the buying is done by Profit Research Inc. Wm. Warren, Jackson & Delaney has been appointed a second agency, to develop further time buys and to handle a newspaper campaign which will break in about a month, using 3" two-column ads.

■ To consolidate the company's expanded activities Terry Marks has been appointed advertising manager. She was formerly on the sales promotion staff of WNEW.

In addition, Gus Jurgensen has been appointed promotion manager and is in charge of an extensive direct mail campaign which the company plans to launch this month, utilizing investor and small business lists. A second mailing is slated for spring.

Mr. Jurgensen was formerly with the *New York World Telegram & Sun* and Prentice-Hall. Most recently he was a direct mail consultant to Mr. Walton, when the latter was publisher of *The Journal of Lifetime Living*. Mr. Walton resigned that post last August to form his own ventures. #

NEW—*Johnson & Johnson will use this color page in the Feb. 21 Saturday Evening Post to introduce its new Band-Aid Clear Tape. The ad includes a 25¢ coupon, good on the first roll. N. W. Ayer & Son, Philadelphia, is the agency.*

ARB and Trendex, too!

Nielsen Reports:

WOW-TV FIRST

in the

Omaha Market!

Insist on seeing all audience surveys—

the 4-week Oct., Nov. ARB,
the Oct. secret-week Trendex
and the Nov. Nielsen . . .

Youll see that WOW-TV is the consistent leader

WOW Delivers More Homes than the other two Omaha Stations—

- 103½ Quarter Hour Periods to 91½ for Station "B" 93 for Station "C"
  (Based on November 1958 NSI for Omaha Area. Average quarter-hours, Monday through Friday 6 A.M. to Midnight. Individual quarter-hours for remainder of week.)
- WOW-TV News is TOPS—All day long! 12 noon, 6 p.m., 10 p.m. news programs deliver more homes than opposition.
- WOW-TV has 6 of the Top 10 shows. 10 of the Top 20 shows.

WOW-TV Channel 6 Omaha

A Meredith Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

Whitlock, Swigart & Evans Becomes Swigart & Evans

Whitlock, Swigart & Evans, New Orleans, has changed its name to Swigart & Evans. Bache Whitlock, one of the original owners and founders, withdrew from the agency last year. Daniel G. Evans is president, and Frederic R. Swigart is vp and treasurer.

Stilwell to Ocean Spray

The National Cranberry Assn., Hanson, Mass., has named William Stilwell, formerly copy supervisor and account executive of Benton & Bowles, New York, to the advertising department of Ocean Spray. He will work with H. Drew Fleagal in the over-all administration of Ocean Spray advertising.

Don Gardner Gets Dioxcide

Donald W. Gardner Advertising, Boston, has been named to handle advertising for Chemical Research Laboratories of America, Layfayette, R. I., producer of Dioxcide, a stabilized chlorine dioxide germicide. The initial campaign will introduce Dioxcide to the paper industry.

2nd Annual Good Housekeeping Week shows SALES ACTION IN FORT WORTH

"MERCHANTS MORE ENTHUSIASTIC THAN EVER ABOUT SALES INFLUENCE OF GUARANTY SEAL" *says Jack Campbell, Advertising Manager of Fort Worth Star-Telegram, co-sponsor of record-breaking event.*

When a promotion is good enough to repeat, then it's a proved success. And that's why the merchants of Fort Worth voted overwhelmingly to try to top last year's excellent figures on Good Housekeeping Week. **HERE ARE THE RESULTS:**

- 36 ad-packed pages in two special supplements
- 107 merchants representing 309 outlets participating
- More than 61,026 lines of paid newspaper advertising
- Better than 97,000 tie-in coupons deposited in local stores, bringing the customers in to *buy*
- 266 Good Housekeeping advertised products pushed by local advertising, plus store and window displays
- Mayor McCann proclaimed Good Housekeeping Week

WYATT'S FOOD STORE

COX'S

ELLISON'S

STRIPLING'S

When the "Week" was over, Fort Worth reported...

"Wonderful traffic and our sales were higher than normal."
Charlotte A. Robbins, Advertising Director
R. E. Cox & Company

"Our Good Housekeeping promotion showed an increase of about 50% in sales of items promoted."
M. M. Mobley, General Manager
Jack Collier Professional Drug Stores

"The heavy traffic in Worth Food Marts' 34 units was most gratifying . . . we definitely experienced an increase in sales during Good Housekeeping Week and would be most happy to see this promotion repeated in the Fall of 1959."
Clyde Stricklin, General Manager
Worth Food Marts

PROOF AGAIN that the Good Housekeeping climate of confidence can work sales magic. Put that unique confidence to work for your product, today.

Good Housekeeping
A HEARST MAGAZINE

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Creates A Climate Of Confidence For Your Advertising

N. Y. Grand Jury Study May End Big GM 'Debate'

WASHINGTON, Feb. 10—A massive grand jury study of General Motors Corp. which is under way in New York is expected to settle for once and for all the continuing congressional clamor for anti-trust action to "restore" competition in the auto industry.

The nation's biggest corporation has been a favorite whipping boy in all the anti-trust investigations of recent years and there is an impressive number of congressional reports all contending that GM's domination of the auto business is responsible for one ill or another.

About all that could be said against GM was pulled together and reiterated in the bombshell report on "Administered Prices of Automobiles" released by the Kefauver anti-monopoly committee of the Senate last fall.

■ In this report, the committee contended, "The record of our hearings leaves little doubt that the hard core of the monopoly problem in the automobile industry is in the concentration of production and power held by General Motors. This concentration appears neither compatible with nor conducive to a free market in which the public must buy automobiles."

Investigators sketch a mural of GM bigness, pointing out that it is the world's largest corporation, with 1957 sales totalling $11 billion and total assets of $6.8 billion at the end of the year. It not only accounts for 55% of the new car sales, but also leads in other fields such as locomotives, buses and appliances, which produce more than a third of its revenues.

In the Senate anti-monopoly report, Harlowe Curtice, then GM president, was quoted as testifying that the company sets prices to bring a 15 to 20% return after taxes, but that return after taxes in the 1948-57 period actually averaged 25% on net worth.

■ In the discussion of GM bigness, some critics have called for action to split off some of GM's car divisions, while others have also demanded action to pull GM out of non-automotive fields. Anti-trust cases have already been filed as a result of GM's role in the bus business.

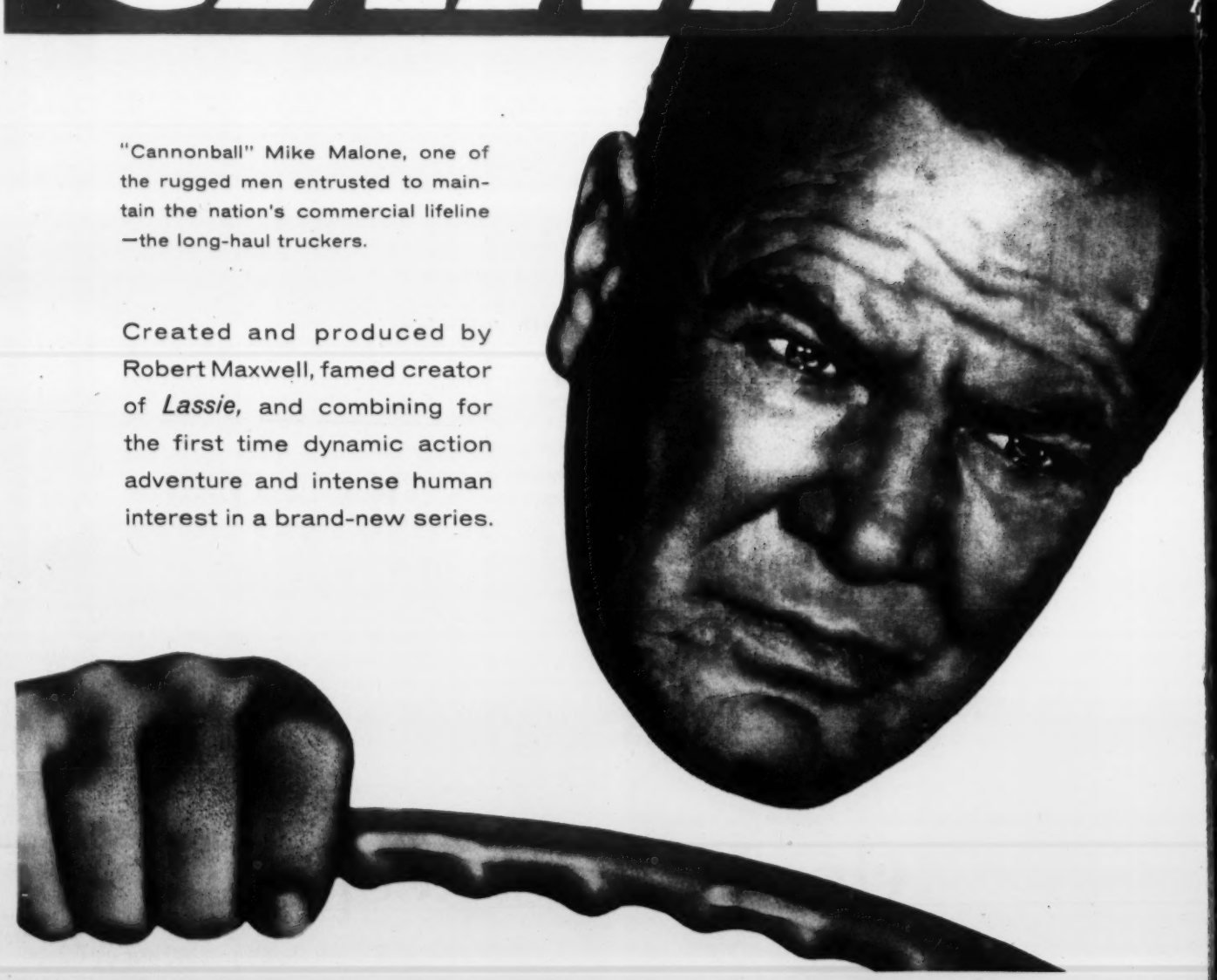
"Armed with monopoly power, the company can exert leverage on any of the industries in which it is engaged," the Kefauver committee said, "eliminate or discipline troublesome competitors, constantly improve its position and secure from its control of price monopoly profits which it can use for expansion in still other industries."

■ Anti-trust chief Victor Hansen has refused to indicate the kind of case the anti-trust division hopes to obtain as a result of the current grand jury presentations. In recent weeks, however, there has been an upsurge of criticism in Congress over the activities of auto companies in the instalment credit field and the anti-trust chief mentioned General Motors Acceptance Corp. as one of the activities he was interested in. He brushed off suggestions that GM might be asked to dispose of some of its car divisions and hinted these were far fetched.

A revival of the instalment credit issue would involve reopening a settlement which GM obtained from the anti-trust division in 1952.

Previously, Ford and Chrysler have been forced by anti-trust settlement to withdraw from the auto finance business. But with GM able to fight off the "divorce" procedure, Ford recently announced it intends to resume auto finance activities. #

executives
can you use
$1500 - $2500
or $5000?
Arranged by phone
Your own signature is all that is required. No collateral . . . no endorsements . . . no red tape. Our simplified form has fewer questions...privacy is assured at all times. Payments may be spread over 2 years.
BORROW THIS MONTH—
NO PAYMENTS TILL MAY
Call Mr. C. C. Lyons, Vice Pres.
MUrray Hill 2-5000
COMPLETE BANKING SERVICES for BUSINESS and the INDIVIDUAL
INDUSTRIAL BANK OF COMMERCE
Main Office: 56 East 42nd Street
Other offices throughout the city
Member Federal Deposit Insurance Corporation
Available to residents of N. Y. Metropolitan area including Conn. and N. J.

Snapped up in first
7 days in 54 markets!
CANNO
"Cannonball" Mike Malone, one of the rugged men entrusted to maintain the nation's commercial lifeline —the long-haul truckers.
Created and produced by Robert Maxwell, famed creator of *Lassie*, and combining for the first time dynamic action adventure and intense human interest in a brand-new series.


Alcoa Shifts Althen, Starts Third Year of Homes Drive

Phillip C. Althen, manager of the packaging section in Aluminum Co. of America's sales development division, has been given additional duties as manager of product development for Alcoa Wrap.

Alcoa, meanwhile, has begun its third year of an ad campaign on the use of aluminum in home construction and improvement. It spent more than $1,000,000 in this drive last year. This year's media lineup for the push includes NBC's "Monitor" and NBC-TV's "Alcoa Theater" plus "Alcoa Presents" (ABC-TV). A series of color ads is slated for *House & Garden* and *Sunset*. Ten home building trade publications are also on the list. Fuller & Smith & Ross is the agency.

UPI Moves Unit to Graham

United Press International, New York, has assigned its commercial photo division advertising account, formerly with Brudno & Bailey, to Hugh H. Graham & Associates, New Britain, Conn. UPI also has established regional offices for the division in Boston, Philadelphia, Pittsburgh, Chicago, San Francisco and Los Angeles.

Gross-Krasne Names Spirt

Arthur Spirt, formerly with Independent Television Corp., has been named vp in charge of the midwestern division in Chicago of Gross-Krasne-Sillerman, New York, tv film producer-distributor. He succeeds vp Raymond Wild, who has moved to Detroit to open a new Gross-Krasne-Sillerman office there.

Cosgrove Joins Bryan Houston

Blanche Cosgrove has joined Bryan Houston Inc., New York, as budget coordinator for Whitehall Laboratories products. She has been media and radio-tv research manager of Ruthrauff & Ryan for the past 15 years.

Wire Now for Your Choice of Available Markets!

NBAL

Every day new markets are being snapped up! Markets already sold include Philadelphia, Salt Lake City, Miami, New Haven-Hartford, Norfolk, Detroit, Seattle, Lebanon, San Diego, El Paso, Altoona, Binghamton, Baton Rouge, Phoenix, Denver, etc. Also throughout Canada, sponsored by S. C. Johnson & Co., Ltd. (Johnson's Wax) and Robin Hood Flour Mills, Ltd.

Phone or wire collect now for availability of your market!

I INDEPENDENT
T TELEVISION
C CORPORATION

488 Madison Avenue, New York 22 PLaza 9-2100

Seek to Revive Suit Blaming Skin Trouble on Tide

WASHINGTON, Feb. 10—The Supreme Court has been asked to revive a lawsuit in which a Michigan woman claimed she suffered a "severe case of dermatitis" from using Procter & Gamble's Tide.

The case was filed in Michigan by Mrs. Bernice Sheptur, who says Tide slogans like "kind to the hands" were misleading. She claimed she got dermatitis while working as a dishwasher in a restaurant.

Lower courts dismissed the case for lack of proof that Tide caused the condition. In asking Supreme Court intervention, her attorneys claimed the appeals court failed to consider federal laws establishing sufficiency of evidence. #

'Newsweek' Boosts Rate, Guarantee for European Edition

Newsweek's European edition is raising its b&w page rate from $730 to $810, while the circulation base moves up from 55,000 to 60,000. The new rates are effective with the July 6 issue, but advertisers who order for the second half of 1959 before June 1 will be protected at the current rates through the end of the year.

CBS Boosts Three

Milton F. (Chick) Allison has been promoted from eastern sales manager to general manager of CBS Radio Spot Sales, New York. He replaces Gordon F. Hayes, who has been named national manager of affiliate relations of CBS Television. Joseph B. Irwin, an attorney in the legal department of CBS-TV, has been named director of business affairs of CBS Films, effective March 2.

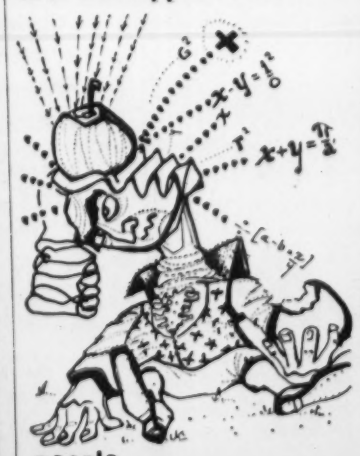
Henderson-Hazel to Redhead

Henderson-Hazel Corp., Cleveland, has appointed Robert G. Redhead Associates, Cleveland, to handle its advertising and public relations. Henderson-Hazel compiles and publishes the National Price Service.

Glaser Joins Kling

Robert L. Glaser, formerly western advertising manager of Davidson Publishing Co., has been appointed an account executive of Kling Studios, Chicago.

Just like Newton and the Apple . . . . .



people REACT to the voice and vision of NBC in South Bend - Elkhart

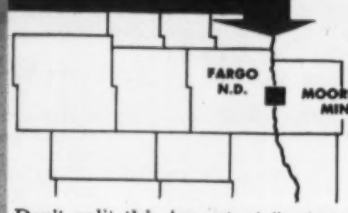
call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

BUT NOT HERE!

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!



(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

DEMONSTRATOR — *A model reminds merchants of sales promotion possibilities of packets of seeds in this publicity shot for the National Garden Bureau.*

WEEK A

Mon. 10:30 P. M. DIAL 999

Tues. 7:00 P. M. HIGHWAY PATROL

Sat. 7:00 P. M. HONEYMOONERS

WEEK B

Mon. 7:00 P. M. WHIRLYBIRDS

Wed. 10:30 P. M. TARGET

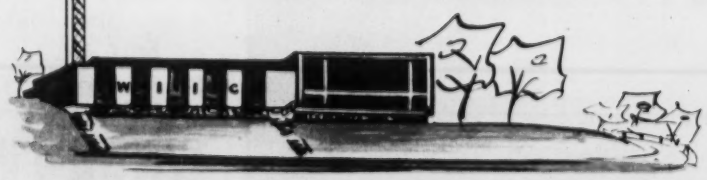
Fri. 7:00 P. M. UNION PACIFIC

Participation in three key ½ hours one week, alternating with three other key ½ hours the next week to give the participating advertiser exposure in six different shows (Class AA and A time) every two weeks.

3—Minutes per week..$1200
3—CB per week .....$ 900

The November ARB gives the six BIG 11 REACH shows a two-week cumulative rating of 85.2. This figures to a weekly average of 42.6 average rating. ARB shows non-duplicated reach for these programs of 50.2 homes one or more times.

WIIC CHANNEL 11, PITTSBURGH



REPRESENTED NATIONALLY BY
BLAIR-TV

Insurance Agents Again Shooting for $2,000,000 Drive

NEW YORK, Feb. 11—The National Assn. of Insurance Agents —if it gets the money—will spend $2,000,000 in '59, boosting the independent insurance agent via a national ad campaign.

Last year the organization planned a $2,000,000 drive, but was caught short of ad funds and wound up spending about $1,150,000, most of it in participating spots on network tv, national consumer magazines and newspaper supplements.

This year NAIA's big problem again is money. According to James Matthews, ad manager, the organization has still to collect most of the projected $2,000,000 from various member state insurance groups, which in turn collect from local agents.

In '58 both NAIA and its agency, Doremus & Co., were confident that the various local agents and state associations would come through with the necessary funds for the '58 campaign. But this week Mr. Matthews said only $1,150,000—about 60% of the $2,000,000 goal—was finally collected and spent on advertising.

■ For '59, the organization will drop network tv in favor of tv spots on local news, sports news and weather programs in about 157 markets. The tv phase of the campaign will be kicked off March 1. It will plug the independent agent with endorsements by insurance authorities and by testimonials from sports figures, including baseball's Stan Musial.

According to Mr. Matthews, media schedules in '59 will follow a "pay as you go plan," with insertions in *Life*, *Time*, supplements and farm magazines to be placed as funds become available.

As an extra incentive for the local agents, NAIA will send out a batch of tie-in material, including a tv media schedule, prepared newspaper ads, outdoor posters, direct mail pieces and tv and radio scripts for local use. #

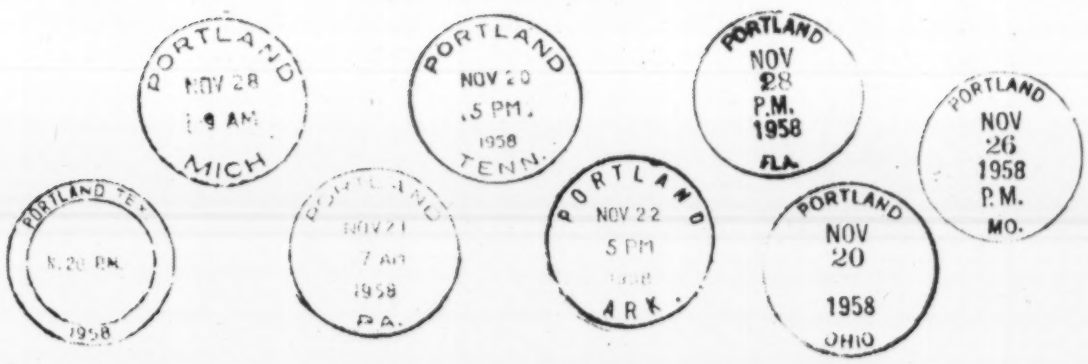
Chirurg Adds Welch Co., Appoint Louis Pierce

James Thomas Chirurg Co., Boston, has been appointed by James O. Welch Co., Cambridge, Mass., candy manufacturer, to handle its advertising for all areas east of the Rockies. Bennett & Northrop, Boston, is the previous agency of record. Dan B. Miner Co., Los Angeles, handles the account in the western markets.

Chirurg has appointed Lewis E. Pierce Jr., formerly with Paris & Peart, an account executive.

The postmarks are actual reproductions

Sell plenty of Portlands with Grit



. . . get balanced national coverage

Conventional mass publications reach plenty of Portlanders, Maine or Oregon variety. But to reach plenty of Portlanders in 17 other states, you need a publication with concentrated small-town coverage. That's Grit . . . *only* Grit. With it to spread your story throughout 16,000 small towns the length and breadth of this nation, you help smooth out the metropolitan bias of the multi-million magazines. You get the *balanced national coverage* essential to total marketing success. A small investment buys a big Grit campaign — and no other publication can do what Grit does.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

JUST TAKE A CARD

... any card

Each card represents one of *Farm Store Merchandising*'s readers—tabulated information on the kinds of goods he sells to his share of the $22 billion agricultural industry. Want to know more about him?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

New Chemical Quarterly Bows

A new quarterly publication of the American Chemical Society, New York, the *Journal of Chemical & Engineering Data*, made its initial appearance this month. It will carry no advertising. It will carry complete papers, charts, tables and other technical information of value in chemical research and development work, and has been designed to collect under one cover fundamental information that would otherwise appear scattered through the Society's monthly, *Industrial & Engineering Chemistry*.

Merger Forms Kapplin & Holen

Holen Advertising Agency and James L. Kapplin & Associates, both of Baltimore, have merged to form Kapplin & Holen Advertising Agency, with offices at 411 E. 25th St., Baltimore. Gerold I. Holen is president of the new organization and James L. Kapplin is vp. Both men have been in advertising in Baltimore for the past 10 years.

Leber & Katz Adds Silvray

Leber & Katz, New York, has been appointed by Silvray Lighting, New York, and its associated companies, manufacturers of lighting systems, to handle their first consumer advertising. The company formerly placed direct.

WHCT Resumes Operations

WHCT, Hartford, which went off the air last November (AA, Oct. 27, '58), has resumed operations following its purchase by Edward N. Taddei from CBS-TV.

Campbell-Ewald Shifts Jobs to Free Creative Talent

DETROIT, Feb. 10—Campbell-Ewald has effected a number of staff realignments with a double-barreled purpose.

The first purpose is to start gearing the agency to act more and more as a complete marketing center; the second, to strengthen the creative processes at the agency by increasing the opportunity for creative work "free of administrative responsibility for our top creative men."

Creative staff realignments include:

• W. B. (Pete) Booth, copy director, with the agency since 1945, becomes vp and creative director for copy.

James Hastings

W. B. "Pete" Booth

• James N. Hastings, art director, with the agency since 1952, becomes vp and creative director for art.

• Clifford Wesenberg, formerly administrative aid at American Motors, joins the agency as administrative coordinator for the copy and art departments.

The changes free Mr. Booth and Mr. Hastings of administrative responsibilities, the agency said.

▪ Others involved are:

Donald P. David, senior copy director, to associate director for copy. Charles H. Felt, copy group supervisor, to director of the copy department. Mr. David will concentrate on development of special creative plans and projects in non-automotive account areas. Mr. Felt will have over-all responsibility for the copy department activities.

Alger B. Scott, associate art director, becomes director of the art department. Thomas D. Murray, group copy supervisor, becomes associate director of the copy department. Clark E. Maddox, group supervisor, becomes associate art director.

Thomas B. Adams, president of the agency, reported that the agency had a record billing year in 1958 and expects to better or equal it in 1959, with the agency billing among the top 15 in the U.S. #

'Woman's Day' Boosts Ad Rate, Circulation Guarantee

Woman's Day has announced its second increase in circulation and advertising rates for 1959. Effective with the September issue, the b&w page rate will be raised from $12,600 to $15,660, and the circulation guarantee will be 4,350,000.

Last November, *Woman's Day* announced a guarantee of 3,600,000 effective with the May, 1959 issue. This has already been exceeded with the November issue, and publisher's estimates put sales of the January, 1959, issue at more than 4,000,000 copies.

Mansbach Joins Eimco Corp.

Alfred F. Mansbach has been named advertising and sales promotion manager of the tractor division of Eimco Corp., Salt Lake City. He formerly was a vp of Robert Luckie & Co., Birmingham, Ala.

OFF LIMITS FOR SALES?

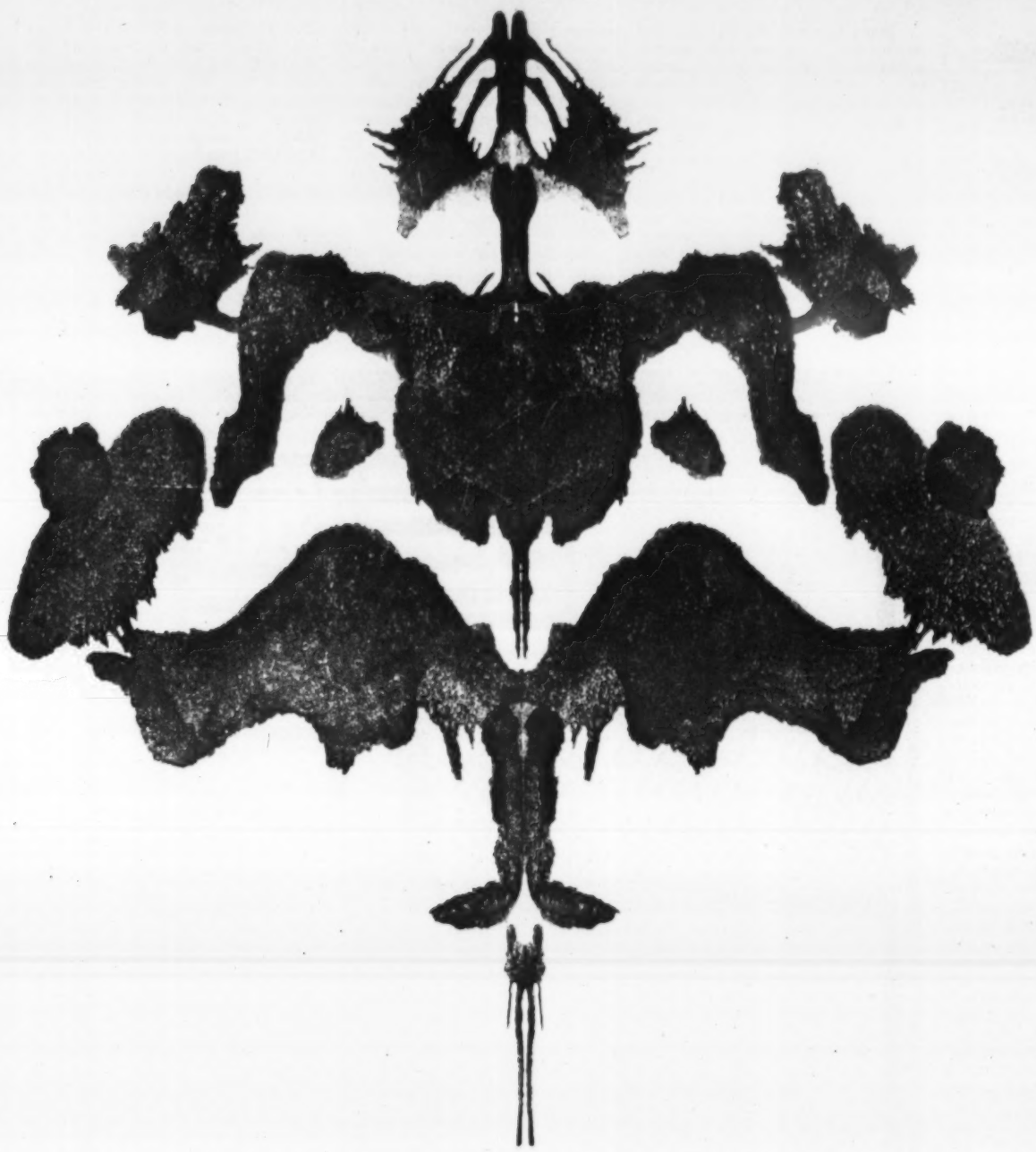
Taking a bath, baiting a hook, ironing shirts or driving a car—WJR reaches adult listeners no matter where they are or what they are doing.

The reason that WJR is so popular with adults is because our programming is a consistently fine blend of entertainment, information and education.

So what's with this *adult appeal* routine on WJR? Just this—adults are the people with the purchasing power—the people who buy your products and services.

Sound interesting? Check with your advertising manager, agency or Henry I. Christal representative for the facts on WJR, the "buying power" station in the Detroit-Great Lakes area. Learn how your advertising can get through to the right people.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



IMAGINATION is a fact of LIFE

Imagination is what you make of it.

For some, it's very little. Others have the kind of eager, sensitive imagination that makes them ideal to know . . . be with . . . to work for. Being imaginative, they are responsive to people, to things, to the world around them. They are forever discovering the fun of something now . . . the reward of something new.

It's easy to imagine why such people are attracted to LIFE. LIFE has their spirit. They enjoy LIFE's sensitive treatment of their world, LIFE has the rare ability to communicate with words and pictures that touch the heart.

Imagination is a fact of LIFE. One fact. The best and surest way to sum up is to say that for over 32 million imaginative readers, LIFE every week is everything that's *new* and *now* and in the *present*.

That's why your advertising will perform well in LIFE. Call your LIFE representative. He has all the facts of LIFE.

Roden Praises Use of Women in Liquor Ads

NEW YORK, Feb. 10—Removal of the self-imposed ban on the use of women in liquor advertising, and acceptance of liquor advertising by *The Saturday Evening Post* were cited last week as two of the most important developments in the liquor industry since the repeal of Prohibition, by Lester Roden, vp in charge of advertising, W. A. Taylor & Co., in a talk before the Assn. of Advertising Men & Women.

The *Post's* reversal of its advertising policy, Mr. Roden said, gave the liquor industry something of a "fresh aura of respectability, despite the fact that it is an industry that employs 1,200,000 persons whose wages and salaries amount to $4.5 billion a year; that it pays $4 billion a year in taxes; and that it buys $6.5 billion a year in goods and services from other industries."

But the decision taken by the industry itself to remove the self-imposed ban on the use of women in liquor advertising, Mr. Roden said, has far-reaching implications.

■ "Having said that," he added, "I assure you that there is no reference or the slightest suggestion intended that such 'use of women' is even remotely considered in the manner mentioned by Edward R. Murrow in a recent CBS broadcast. When I say 'use of women' I refer only to the inclusion of an adult female as part of an illustration used in a liquor advertisement."

Mr. Roden used slides to illustrate how his company, in its ads for Drambuie, a scotch liqueur, had used color photographs during the past three years showing a gentleman seated at a table in a restaurant, gazing into his glass of Drambuie while awaiting the return of his companion, who had left her glass of liqueur untouched and her chinchilla wrap on the back of her chair.

■ When the official ban on the use of women in liquor advertising was lifted last year, Mr. Roden said, several attempts were made to introduce the so-called missing woman into the Drambuie ads. But after making a number of photographs it was decided, he said, that the woman in the ads was more conspicuous by her absence than she was when she was present.

"Many times in the future," Mr. Roden said, "we shall face the opportunity to place a woman in ads of our various brands, and I assure you that in the best of taste we, with the cooperation of our advertising agency, Charles W. Hoyt Co., will do so when and where it will be most appropriate." #

SEC Hears 'TV Junior' Plan

The publishers of *TV Junior* have advised the Securities & Exchange Commission of its plan to issue 150,000 shares of stock and 150,000 warrants to raise more capital. The publishers hope to sell 120,000 "units" to investors at an offering price of $2.50 per unit. Through Oct. 31, 1958, the magazine operated at a loss of $113,005 and had, on that date, a working capital deficiency of $31,957.

Reach Names Kirberger, Sherr

Fred Kirberger, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined the art staff in the Newark office of Reach, McClinton & Co. The agency has also named Alfred Sherr senior art director in Newark. Mr. Sherr has been with the agency for three and one-half years.

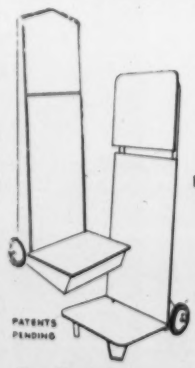
U.S. Printing Buys Brett

U.S. Printing & Lithograph Co., Cincinnati, has acquired Brett Lithographing Co., New York, through an outright purchase of all of Brett's capital stock. The purchase price was undisclosed. Brett will be operated as a subsidiary of U.S. Printing under its present management.

Prezebel Joins Western

Richard P. Prezebel, formerly art director of Campbell-Mithun, Chicago, has been named art director of Western Advertising Agency, Chicago.

AT THE POINT-OF-PURCHASE
INCREASE YOUR SALES NOW
WITH A MOBILE FLOORSTAND



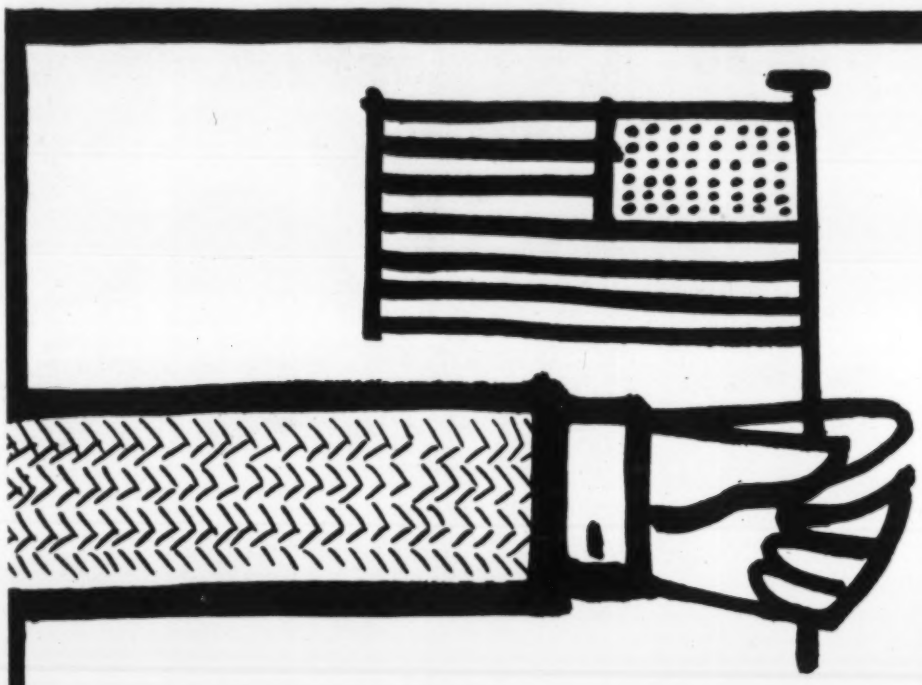
OFF-THE-SHELF PROMOTION
IMPULSE SALES
SELF-SERVICE MERCHANDISING
TIE-IN SALES
PREMIUM AND PACKAGE DEALS TO RETAILER

Excellent supermarket acceptance

No static displays to build, rebuild or remove. | Engineered to fit any product and marketing need.

(WRITE OR PHONE FOR BROCHURE)

J - A - K DISPLAYS, INC.
2862 Gravois Ave. St. Louis 18, Mo.



The English

We have always so much admired American ideas about the scope of advertising agency service that we started giving it to our clients back in the 1920's.

We think that's why we—The London Press Exchange and its seven subsidiary specialist companies—are today one of the two largest advertising concerns outside the United States.

And we know that's why we have the privilege of working for such big American concerns as Wrigley's, Miles Laboratories Ltd. and Remington Rand (Shaver Division), among others.

If you think it is important that your advertising in Britain should be in the hands of people who can combine the American way of thinking with the British way of life, come and see us or send your London representative.

If you can't do either, we have some printed information about ourselves that we would be happy to send you.

L P E

THE LONDON PRESS EXC

(Headquarters of the LPE Organisation) 110 ST. MARTIN'S

Orner Joins 'Independent'

The *Independent*, St. Petersburg, Fla., has appointed Irvin M. Orner general manager. Mr. Orner will take over supervision of all business departments of the *Independent* when he moves from New Orleans Feb. 23, where he has been president and general manager of the *New Orleans Item*.

Peoria Agency Changes Name

Ross Advertising, Peoria, has changed its name to Ross, Flink & Livengood, and changed its business structure from a partnership to a corporation. Principals of the agency are Lewis S. Ross, president; Robert L. Flink, exec vp, and Boze J. Livengood, administrative vp.

Agency Renamed EPIC

Electronics Publicity of California has changed its name to EPIC Advertising and moved to new offices at 9054 Huntington Drive, San Gabriel. The agency has also appointed a new vp, David E. Amsterdam. James C. Killingsworth, formerly vp with EPIC, has left the agency.

Poorman Joins Brother's Shop

Charles H. Poorman, formerly manager of the general advertising department of the *Star*, Muncie, Ind., has joined Poorman, Butler & Associates, Muncie, as account executive. His brother, Robert J. Poorman, is president of the agency.

Evans to Vancouver Ad Post

John F. Evans, formerly assistant ad manager of the *Montreal Gazette*, has been appointed ad director of the *Vancouver Province*. He succeeds Bay M. Carter, who has retired after 12 years with the *Province* and 36 years in the advertising business.

for Madison Avenue

is

St. Martin's Lane

...home of the LPE

HANGE LIMITED

LANE · LONDON WC2 · ENGLAND

Publishers Issue New Data on Weeklies in Pacific Northwest

SEATTLE, Feb. 11—A new issue of *Washington Weekly Newspapers, Market & Media Data*, summarizing information on 165 weekly newspapers of the state, has been brought out by the Washington Newspaper Publishers Assn. and its sales arm, Pacific Slope Newspapers.

The second annual edition of the publication runs to 192 pages and presents market data by counties and by newspaper.

The market book is the key sales tool used by Pacific Slope Newspapers in its promotion that has seen sales volume for 1958 top that of 1957 by 17%, omitting the heavy volume of political advertising in 1958.

PSN is the wholly owned sales subsidiary of Washington Newspaper Publishers Assn. and has a contractual agreement with each paper for which it works. In Washington it handles close to 95% of all weeklies, David W. Harlowe, its sales head, told ADVERTISING AGE. It also represents nearly 100% of all weeklies in Oregon, Idaho and Montana. The organization is unusual in that it represents its papers for all accounts and on both a regional and national basis. PSN papers also have as national representatives Weekly Newspaper Representatives. #

Three Join Basford

G. M. Basford Co., New York, has appointed Everett A. Haygood an assistant account executive and William Schroeder and Charles B. Moore account executives in its public relations department. Mr. Haygood formerly was with Young & Rubicam; Mr. Schroeder previously was managing editor of *Motor Sport*, and Mr. Moore was an associate editor of *Iron Age*.

'Electromechanical Design' Boosts Guarantee

Electromechanical Design, West Newton, Mass., is raising its base circulation guarantee from 22,000 to 24,000, effective with the February, 1959, issue. Harold G. Buchbinder, publisher, predicted that circulation will reach 27,000 by the end of the summer. He said that no ad rate increases are contemplated now.

Philco Names Thorn in U.K.

Thorn Electrical Industries, London, will manufacture and sell Philco radio and tv sets in the United Kingdom under an agreement signed by the two companies. Thorn acquired all issued capitol stock of Philco (Overseas) Ltd., the company's subsidiary in England, and will operate it on its present basis.

WTRF-TV STORY BOARD

The travelers were detained at a village inn and inquired whether there was any amusement to be had. "Oh, yes," replied the manager, "we have a billiard room." He pointed it out.

The room was old and dusty, and in its center stood a table that had seen much better days. A set of balls was in the middle of the table, uniformly dirty and as worn as the green cloth that covered the table.

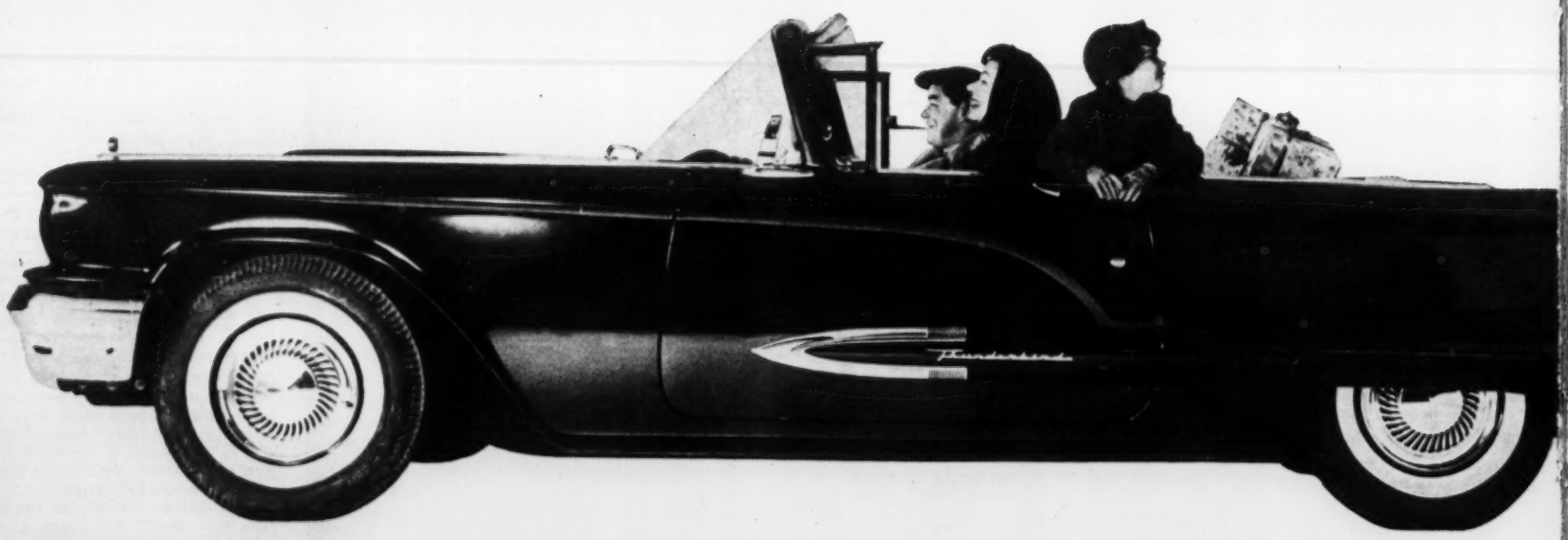
"But how do you tell the red ball from the white?" asked one of the travelers.

"Oh," he was reassured, "you soon get to know them by the shape."

● The shape of the WTRF-TV market is a prosperous 36 counties, where 2 million people have a spendable income of $2½ billion annually. It's worth looking into. The George P. Hollingbery Company has the answers.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

People who bought new cars when selling was tough –



they're today's top prospects for your product or service

On big-ticket items like new cars, buying can be postponed. Yet...

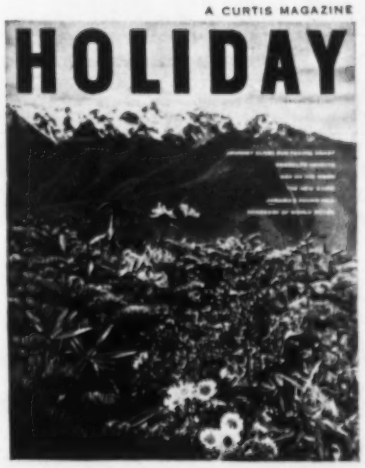
Between July 1957 and August 1958 – the roughest new-car selling season since World War II – 28.2% of Holiday families bought at least one new car. (Compare this with the buying rate of 17% for the nation's families in the best new-car year on record, 1955.)

And 12.3% of these Holiday families bought more than one new car!

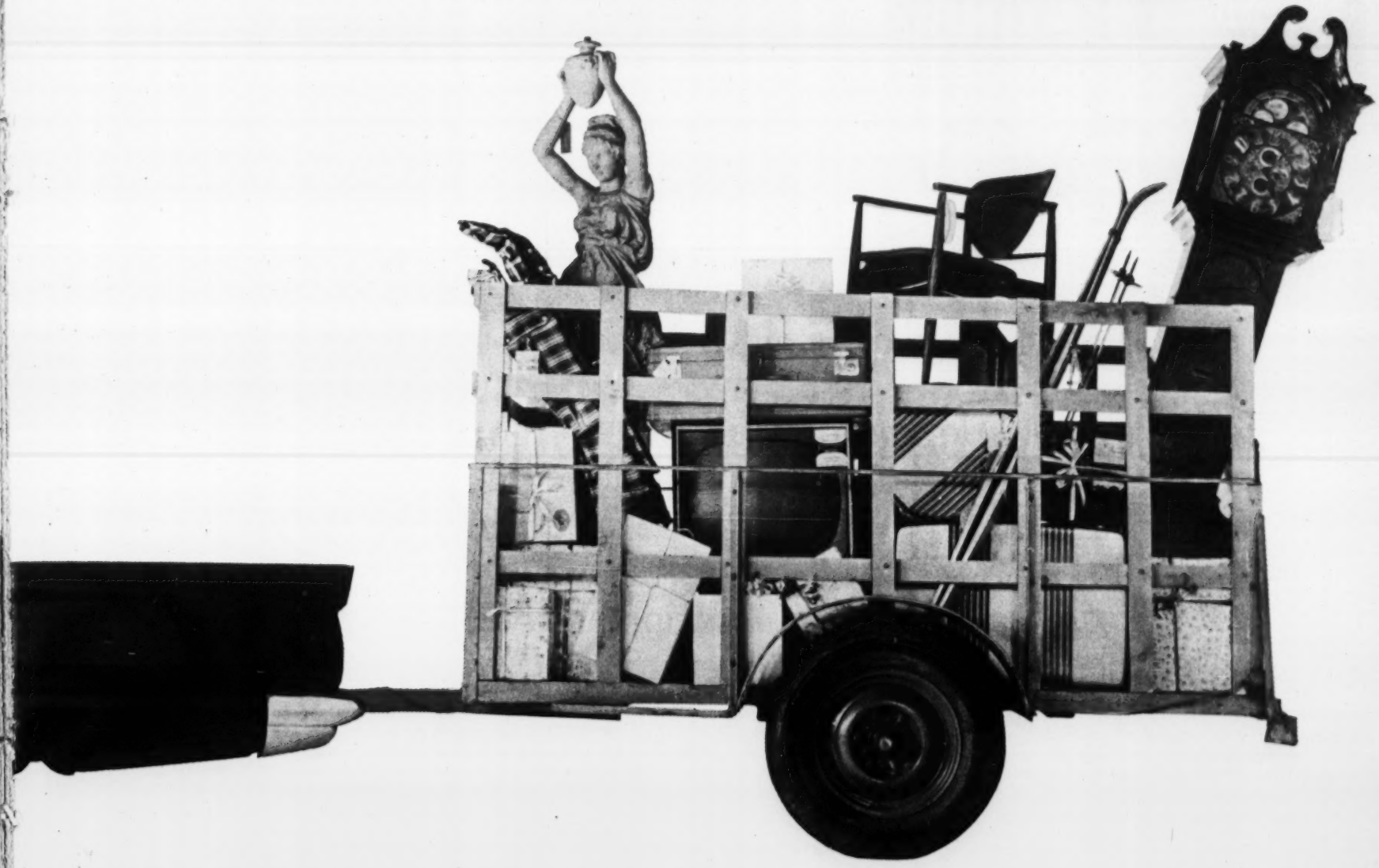
Doesn't it figure, then, that Holiday's 875,000 active, high-income reader families are the best prospects for *your* product – in fair weather or foul?

Shouldn't you be selling in Holiday . . . all the time?

Full details of new-car buying in the recession by Holiday families are available in a brand-new survey. Ask your Holiday representative.



***There's a rewarding new world for you in* HOLIDAY**



Chicago AMA Sets Competition

The Chicago chapter of the American Marketing Assn. is accepting entries for its 1959 awards competition for projects making significant contributions to the advancement of science in marketing. Entries, which will be accepted from anyone in the Chicago area, must be in by April 15. Awards will be presented at the chapter's May meeting. William Kalan, Toni Co., Chicago, is head of the awards committee.

200 CARTOONS

Top flight cartoons for your ads, house organs, etc. Printed on Kromekote. **9.50**

FREE 10 DAYS TRIAL
BERNHARDT CARTOONS
733 A St., Hayward, Calif.

YOU CAN'T COVER NORTH CAROLINA

1958 WAS A BIG YEAR IN WINSTON-SALEM

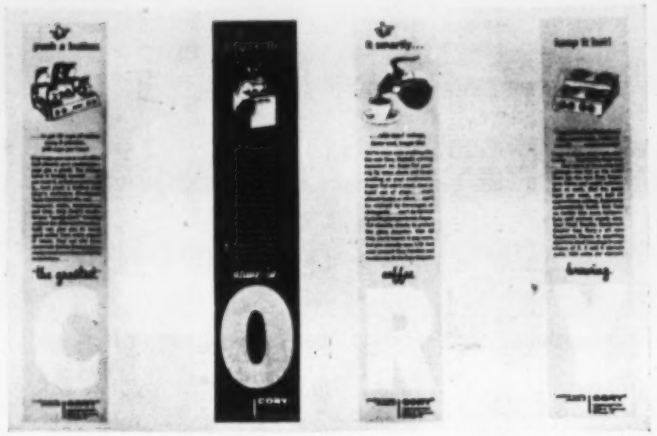
- PAYROLL UP 6 MILLION over '57 . . . to an all-time high of $248,146,019
- CONSTRUCTION UP 28% over '57 in Winston-Salem city zone
- 30 MILLION DOLLARS IN BUSINESS EXPANSION either announced, started, or completed in '58

YES, PEOPLE MADE MORE, BOUGHT MORE AND SOLD MORE IN WINSTON-SALEM IN '58

WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

CIRCULATION NOW 102,931
Pub. statement ending Sept. 30, '58

JOURNAL, MORNING . . . SENTINEL, EVENING . . . REP. KELLY-SMITH COMPANY



C-O-R-Y—*Four one-column two-color ads scattered across a spread spell "Cory" and promote Cory Corp. coffee makers in restaurant publications. Cartoon situation ads also will be used in Cory's 1959 trade campaign—its "largest"—which calls for 40 ads in eight publications. Herbert Baker Advertising, Chicago, is the agency.*

Keithley Sets Three-Part Ad Program in Print, Mail

Keithley Instruments, Cleveland, is planning its largest ad campaign in history this year, based on three drives. A design-research promotion will include ads in *Electronic Design*, *Electronics* and *Nucleonics*, plus direct mailings of catalogs, promotion pieces and the company house organ.

The scientific series this spring will center around page ads in technical publications, including *American Scientist*, *Analytical Chemistry* and *Journal of Applied Physics*. Nine technical and scientific publications will be used for the third drive, to announce new field and laboratory test instruments. A national mailing will supplement the print campaign. R. J. McFarlin & Co., Cleveland, is the agency.

Ryan Studios Names Haw; Opens Color Print Division

George Miles Ryan Studios, Minneapolis, has named Joseph N. Haw an account executive of its motion picture subsidiary, George Ryan Films. Mr. Haw formerly was with ABCO Industries, Minneapolis.

Ryan Studios also has named Edward J. Grabo director of the carbro-color department of its new custom color print division. He formerly was quality control director of George McKiernan Inc., Chicago.

Firestone Names Hart

J. G. Hart has been named advertising manager of Firestone Tire & Rubber Co. of Canada, Hamilton, Ont. He formerly was supervisor of the advertising department.

Guild Films Sued for $250,000 over Two TV Film Series

LOS ANGELES, Feb. 10—Two tv film producers filed suit in federal court here last week against Guild Films Co., a film distributor, for damages in connection with handling of the "Liberace Show" and "Life With Elizabeth" series. Both plaintiffs charge breach of contract and wrongful conversion.

International Artists and Tido Productions jointly are asking damages of $200,000 against Guild Films in connection with the Liberace series. Meanwhile, Tido Productions, Betty White and George Tibbles—acting as partners in Bandy Productions—are asking $50,000 damages in connection with the "Life With Elizabeth" films.

An injunction against further distribution of both series is sought pending the trial. Both suits call for return of all films of both series. The suit was brought in U.S. district court for the southern district of California. #

Leeds, Northrup Promotes Rucker in Market Unit

G. Foster Rucker has been named manager of the market development division of Leeds & Northrup Co., Philadelphia, manufacturer of electronic controls and heat-treating furnaces. Mr. Rucker, formerly manager in the Los Angeles office, succeeds Nathan Cohn, who was promoted to vp of technical affairs.

Hairston Adds Forrest City

Forrest City Machine Works, Forrest City, Ark., has appointed Bob Hairston & Associates, Memphis, to handle advertising for its farm implements.

double attention

In every department we have more than one competent person to supervise the production of all our products. This policy, which we have followed for many years, assures that a completely capable organization is available at all times to serve advertisers.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, STEREOTYPES, MATS, R. O. P. COLOR MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

Coming Conventions

*Indicates first listing in this column.

Feb. 15-17. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 26. Associated Business Publications, annual eastern conference, Roosevelt Hotel, New York.

Feb. 26-28. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

*March 4. California Broadcasters Assn., annual meeting, El Dorado Inn, Sacramento.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 5-6. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D.C.

March 6-8. Affiliated Advertising Agencies Network, midwest regional meeting, Lake Lawn Lodge, Delavan, Wis.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-16. National Business Publications, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W.Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

*June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

*Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Hitchcock Promotes Horst

Douglas Horst, formerly of the Detroit office of Hitchcock Publishing Co., has been appointed district manager in the New York-Philadelphia area. Mr. Horst succeeds Ray Sietsema, who is returning to the publisher's home office in Wheaton, Ill., to become director of research.

Lavenson Gains Three New Accounts, One Account Man

Lavenson Bureau of Advertising, Philadelphia, has been named to handle three new accounts: Ardmore Products Inc., Kenilworth, N.J., maker of embossed steel and steel-embossing equipment; Berry Steel Co., Kenilworth, N.J., and Letty Lane, Westville, N.J., candy producer.

Meanwhile, Robert Roth, formerly with Magnavox Co. and RCA Victor, has joined Lavenson Bureau as an account executive.

Schaefer Launches New Drive

Schaefer Brewing Co., New York, has launched a new "teaser" campaign for Schaefer beer in 117 newspapers and on radio and tv in 11 markets plus space in *Sports Illustrated*, *The New Yorker*, *The Saturday Evening Post* and in about a score of college papers for Schaefer's beer. Batten, Barton, Durstine & Osborn is the agency.

A Technique for Producing **IDEAS**

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

We asked some typical industrial advertisers . . .

"How often do you use the MARKET DATA BOOK?"

WESTINGHOUSE AIR BRAKE COMPANY
Wilmerding Pennsylvania
"We use the Market Data Book weekly as a basic reference."

D. W. THOMPSON, *Manager, Market Planning Industrial Products Div.,* **Westinghouse Air Brake Co.**

NATIONAL AUTOMATIC TOOL COMPANY INC.
"... an indispensable reference book ... use it at least weekly..."

L. T. MATTHYS, *Advertising Manager* **National Automatic Tool Co. Inc.**

STEWART-WARNER CORPORATION
1826 DIVERSEY PARKWAY ★ CHICAGO 14, ILL.
"... used very frequently as a reference book."

T. M. MURPHY, *Industrial Sales Alemite Marketing Div.,* **Stewart-Warner Corp.**

Townsend Company
Established 1816
New Brighton, Pennsylvania
"Quite often— at least several times a month."

CLARENCE E. LYNN, JR., *Marketing Analyst* **Townsend Co.**

CORNING GLASS WORKS
CORNING, NEW YORK
"... at least weekly and occasionally more often."

C. T. PAQUETTE, *Market Evaluation Mgr. New Products Div.,* **Corning Glass Works**

Bendix
PACIFIC DIVISION
"... used rather extensively ... on an average on a weekly basis."

D. E. WASSALL, *Head, Electro-Span Applications Engineering, Bendix-Pacific Div.,* **Bendix Aviation Corp.**

A. O. SMITH Corporation
"... average 3 to 4 times a month"

VAL R. PEMBERTON, *Administrative Asst.* **A. O. Smith Corp.**

MOTOROLA INC.
"The Market Data Book is used weekly..."

ROBERT L. BORCHARDT, *Manager, Sales Services Communications & Industrial Electronics Div.,* **Motorola Inc.**

INDUSTRIAL MARKETING **im**
MARKET DATA and DIRECTORY NUMBER

The magazine of selling and advertising to business and industry

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

ABC ABP NBP

LOUISVILLE

A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Leisure, Space Age Boosts Hobby Volume Over $350,000,000

CHICAGO, Feb. 10—The growth of leisure time in the U.S., plus a surging interest in space age artifacts, have been doing wonderous things for the hobby business.

Hobby manufacturers—makers of airplane and boat model kits; model trains, towns and cars; kits for leather, fabric, metal and ceramic working and a host of other tools of hobbyists—tallied sales last year in excess of $350,000,000, according to the Hobby Industry Assn. of America holding its 22nd annual meeting here last week.

This is about $25,000,000 more than 1957 sales—and $310,000,000 more than 1940 sales—HIAA points out. And for 1959 HIAA officials envision hitting the $400,000,000 mark.

■ "The $400,000,000 figure is really quite possible, due in large measure to new hobby interests of women," according to Walter W. Caddell, president of Hobbymodels Inc., Chicago, and newly elected president of HIAA.

"Not many women will acknowledge that they've really gained much leisure time from the many new labor and time-saving household devices on the market," he says. "But the fact is there's been a tremendous growth in recent years in hobbies that women specialize in—copper enameling, jewelry-making, oil painting (and not just by numbers) and mosaics, to mention a few."

Other reflections of growing interest in hobbies is the presence of 142 exhibiting companies at this year's HIAA commercial exhibit, compared with 130 last year. Also, dealer and jobber registrations this year totaled 3,000, compared with 2,500 last year.

■ Model airplanes still constitute the biggest volume segment of this industry. Revell Inc., Venice, Cal., which produces a wide range of plane and boat models, both modern and vintage, is producing many models—particularly space stations, nuclear subs, moon rockets and the like—with extensive minute detailing and working parts. Revell is also broadening the miniature auto replica line to include an Austin Healy and a Volkswagen Micro Bus.

One of the more intriguing models exhibited here is a plastic "visible man" kit to be marketed in April by Renwal Inc., Mineola, N.Y. A sort of create-it-yourself enterprise, it consists of bone sections for assembly into a skeleton, a score of "innard" pieces that fit into place inside and a clear-plastic casing to synthesize the exterior.

The resulting figure is 16 inches high and all components are in exact scale to the human body, according to Renwal. The unassembled kit will sell for $4.98 retail. Completed models will be more expensive, though that price hasn't been set yet. Renwal believes it will find wide acceptance among elementary biology students.

NEW!
Surechamp
DOG FOOD MEAL
SAVE 10¢
Surechamp now in Meal Form,* too!
So now there are 2 kinds of Surechamp, the new dry dog food, and each contains more protein from meat, fish and liver, pound for pound, than any leading canned dog food.
SAVE 10¢ ON Surechamp Meal Dog Food
10¢

COMING—*General Mills is introducing a Surechamp dog meal in West Coast markets and is expanding distribution of both the new meal and chunks east of the Rockies via spot and network tv, comics sections and newspapers. Tatham-Laird, Chicago, is the agency.*

TWO TIRED FATHERS SEEK NEW TOY LAW

ALBANY, N. Y., Feb. 10—A bill to require manufacturers of kits of unassembled toys to designate "unassembled" on the outside of the packaging has been proposed in the state legislature here.

The sponsors: Two beat papas, one with eight kids and one with nine, who got mighty tired assembling 105 Christmas toys for their offspring.

■ Assemblyman David Townsend, father of nine, and Sen. Lawrence M. Rulison, father of eight, complain that toy dealers fail to mention in their advertising that their lower price on competitive items is achieved by eliminating the cost of assembling the toys.

They further lament that the assembly directions "are either drafted for an engineer or a map reader." Also, "there are never enough bolts or glue to finish the toy."

Sen. Rulison introduced a similar bill last year, but large mail order houses fought it and it was vetoed by the then Gov. Harriman (who, after all, has only two kids). If the new measure reaches the executive mansion this year, it may have better luck. Gov. Rockefeller has five children, including twins. #

Pethick Joins B&B, Toronto

Robert Pethick, formerly creative director of MacLaren Advertising, Toronto, has joined the Toronto office of Benton & Bowles. B&B plans an expansion of its Toronto operation as new Canadian business is acquired, but it plans to maintain its staff of Canadian specialists in the New York office to handle some clients, including Procter & Gamble of Canada.

Moran Joins 'Liquor Store'

Christopher P. Moran Jr., formerly state manager in Connecticut for General Wine & Spirits Co., a Seagram subsidiary, has joined *Liquor Store*, New York, as a member of the advertising and sales promotion department.

The Association of Railroad Advertising Managers

presents

The 1958 Golden Spike Award

to

National Malleable and Steel Castings Co.

Cleveland, Ohio

. . . "for its outstanding contribution, *through advertising*, toward a greater public appreciation of American Railroads."

HONORABLE MENTION AWARDS

Cities Service Oil Co. of Penn.
New York, New York

Shwayder Bros., Inc.
Denver, Colorado

Continental Ill. Bank & Trust Co.
Chicago, Illinois

Stran-Steel Corporation
Detroit, Michigan

To all the companies who submitted entries to the 8th Annual Advertising Competition, ARAM extends its sincere thanks for their support of the American Railroad Industry.

1958 ENTRANTS

Allmetal Screw Products Co., Inc., *Garden City, Long Island, N. Y.*
Aluminium Limited *New York, N. Y.*
American Brake Shoe Co. *New York, N. Y.*
American Credit Insurance *Baltimore, Md.*
American Machinist *New York, N. Y.*
American Mail Line *Portland, Ore.*
American Railway Car Institute *New York, N. Y.*
The Austin Company *Cleveland, Ohio*
Bostonian Townaires, *Whitman, Mass.*
British Woollens, *New York, N. Y.*
Brooks & Porter, Inc. *New York, N. Y.*
Business Week, *New York, N. Y.*
Calvert Distillers *New York, N. Y.*
Chevrolet Motor Div., General Motors Corp., *Detroit, Mich.*
Clark Equipment Co. *Buchanan, Mich.*
Edison Voicewriter Thomas A. Edison Industries *West Orange, N. J.*
Evans Products Co. *Plymouth, Mich.*
Feather River Inn, *Blairsden, Calif.*
Fuller Co., *Catasauqua, Pa.*
General American Transportation Corp., *Chicago, Ill.*
Georgia-Pacific Corp. *New York, N. Y.*
Guarantee Trust Co. of New York, *New York, N. Y.*
Hart, Schaffner & Marx *Chicago, Ill.*
Le Tourneau—Westinghouse Co. *Peoria, Ill.*
Link-Belt Company, *Chicago, Ill.*
Lukens Steel Co., *Coatesville, Pa.*
The Marine Midland Trust Co. *New York, N. Y.*
Motorola Communications & Electronics, Inc., *Chicago, Ill.*
National Bank of Detroit *Detroit, Mich.*
The National Model Railroad Assoc., Inc., *Canton, Ohio*
O Cruzeiro International *New York, N. Y.*
Pacific Railroad Society, Inc. *Los Angeles, Calif.*
Parade, *New York, N. Y.*
The Portland Co., *Portland, Me.*
R. W. Pressprich & Co. *New York, N. Y.*
Red & White Food Stores *Chicago, Ill.*
Saturday Evening Post *Philadelphia, Pa.*
Seagram Distillers Co. *New York, N. Y.*
Servo Corporation of America *New York, N. Y.*
Teacher's Highland Cream Scotch Whisky, *New York, N. Y.*
United Engineers & Constructors, Inc. *Philadelphia, Pa.*
United Fruit Co., *New York, N. Y.*
Westinghouse Air Brake Co. *Pittsburgh, Pa.*
Whiting Corporation, *Harvey, Ill.*

A. W. ROBERTSON, *President*
Advertising Manager
Missouri Pacific Railroad

A. W. ECKSTEIN
Chairman, Awards Committee
Advertising Agent
Illinois Central Railroad

VIDEOTAPE™*

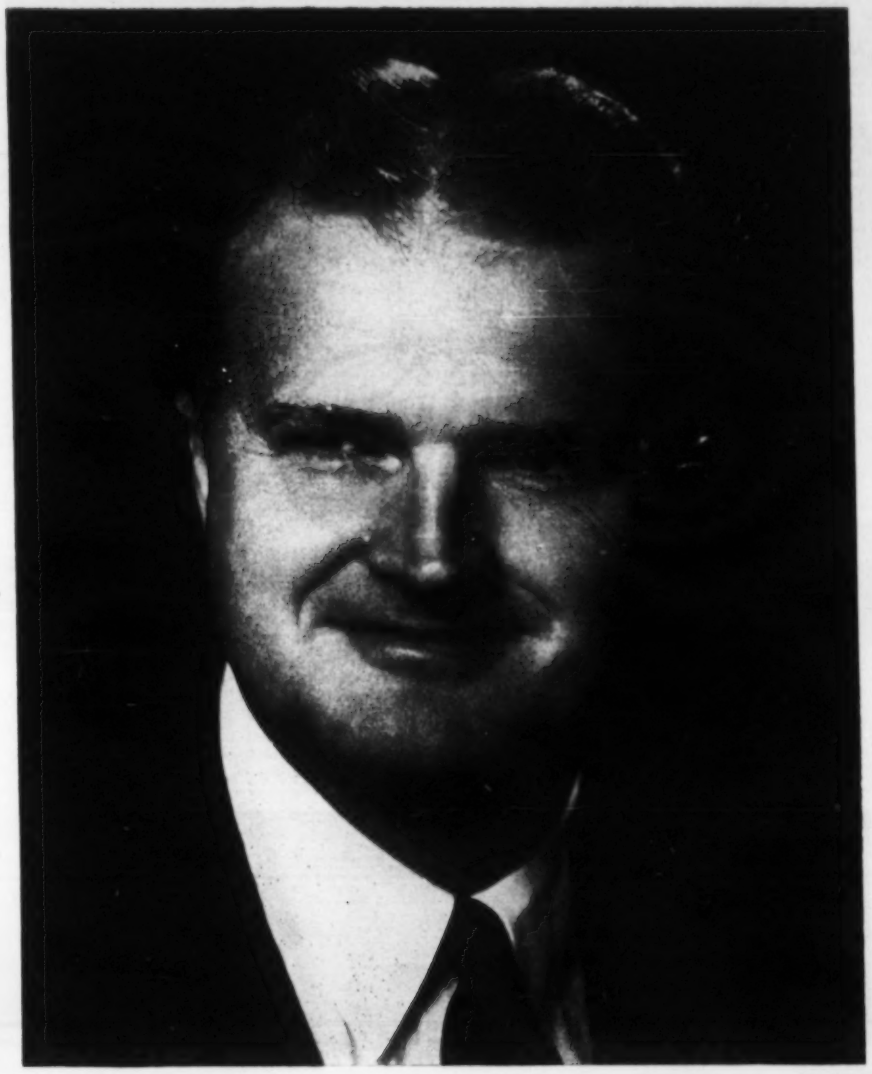
Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX PRODUCTS DIVISION
CORPORATION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

"Ad Age is the one publication I'd give up last"

says **DOUGLAS L. SMITH**
Advertising and Merchandising Director
S. C. Johnson & Son, Inc.



"I find Advertising Age is more than a trade publication. It is an information center, giving the latest news as well as articles of long-range and educational interest. Ad Age is the one publication in all my reading I'd give up last."

Advertising Age

Coffee Marketer Yanks Ads, Hits 'Unfair' Rates

important
to important
people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

DOUGLAS L. SMITH

Mr. Smith started in the advertising business in the mid-thirties, and has gained considerable experience in his profession both from agency positions and as an executive for several leading advertisers. After a post-high school stint as a printer's devil, he took a job in the advertising department of a wholesale house while attending the University of Minnesota. Armed with a B.A. degree (1938), he went into sales work for the U. S. Gypsum Company until World War II. Mr. Smith rose from private to major in the infantry during the war, after which he got his first agency job—with Melamed-Hobbs, Inc., in Minneapolis. While associated with this agency, he also did graduate work in business.

In 1949, Mr. Smith joined Swift & Company in Chicago as a product manager, remaining there until 1953, when he moved to New York as an account executive for Batten, Barton, Durstine & Osborn. He came to S. C. Johnson & Son as advertising manager in 1955, and the following year he was advanced to advertising and merchandising director. Mr. Smith is active in the A.N.A. and the Advertising Research Foundation. Outside the field of marketing, he devotes time to creative writing and the study of American history.

French Slates Spot TV Push

R. T. French Co., Rochester, N.Y., will begin an eight-week spot tv campaign in 19 markets starting Feb. 15 for its instant mashed potatoes. The campaign will support French's regular tv effort which includes "Edge of Night," "Houseparty," "Love of Life" and "The Verdict Is Yours," all on CBS-TV. J. Walter Thompson Co. handles French's mashed potatoes.

Merchandising Ideas

Advercandy Is New Medium • Promotion & Sales Associates has been formed in Philadelphia by Jerome Werlin to merchandise a new advertising medium called Advercandy. Advercandy mints contain a trademark or advertising message, which remains in the candy until it is completely dissolved. As many as 16 letters may be put through the mint. The candy is made in England. Mr. Werlin, who is a former New York promotion man and theatrical press agency agent, has exclusive rights to the candy in this country.

Marathon Kit Helps Packers • Marathon, a division of American Can Co., Menasha, Wis., has produced a do-it-yourself kit stressing automation in frankfurter packaging. Entitled "Mechanized Franks," this new presentation suggests to the meat packer, "Be your own plant layout engineer." The kit includes all the components of a frankfurter packaging line, printed in four colors to a scale of ¼" to 1'. An acetate sleeve with ¼" grid sheets also is included. The user may pencil in his floor plan, in scale, on the grid paper, then cut out and stick the various components (seven skinning machines, three overwrap machines, tables, conveyors, etc.) in place to best fit his floor plan and operation.

The folder also offers details on packaging, various machine components available and speed and personnel recommendations.

QUICK CHEFS—*Victor Borge (right) and Owen Klepper, advertising and sales promotion manager of Philco Corp.'s electric ranges, prepare to roast three of Borge's ViBo Farms rock cornish hens in a Philco Quick-Chef oven. Philco dealers will offer Mr. Borge's "Game Bird Cook Book" to customers coming in for demonstrations of the oven. Quick Chef bunny-puppet pot holders also will be made available to retailers as self-liquidators.*

Caldwell Gives Contract Chart • For the seventh consecutive year, S. W. Caldwell Ltd., Toronto, broadcast advertising company, is distributing its "Slide Rule Calendar Contract Chart." The company has been mailing the charts to the trade all over the continent since 1953. Based on the slide rule principal, the chart is designed to compute the remaining portion or final broadcast date of any time or talent contract. The chart may be obtained without charge from Caldwell, 447 Jarvis St., Toronto.

PEP in Pekin Drive Set • The Assn. of Commerce in Pekin, Ill., has kicked off a 12-month marketing area promotion campaign based on the theme "There's More PEP in Pekin." PEP stands for "Parking, Economy, Pleasure." All merchants and business in the area have received a "Promote Pekin Packet," containing badges, window streamers, store displays, suggested radio and newspaper copy, other sales promotional materials and announcement of a contest for Pekin consumers in which they must complete the statement, "I like to shop in Pekin because . . ."

High point in the promotion will be "Pekin 'PEP' Days" Sept. 25 through Sept. 27 when a free pancake breakfast and Jaycee barb-b-ques are scheduled.

Pen Stresses Goodsett Move • To announce its move to new quarters at 1405 Locust St., Philadelphia, Henry S. Goodsett Advertising sent to clients and friends a folder headlined: "Again we've outgrown our offices." Inside was a ball point pen imprinted with the agency's new address and a request that the recipient "please use this pen now to jot down our new address and new telephone number."

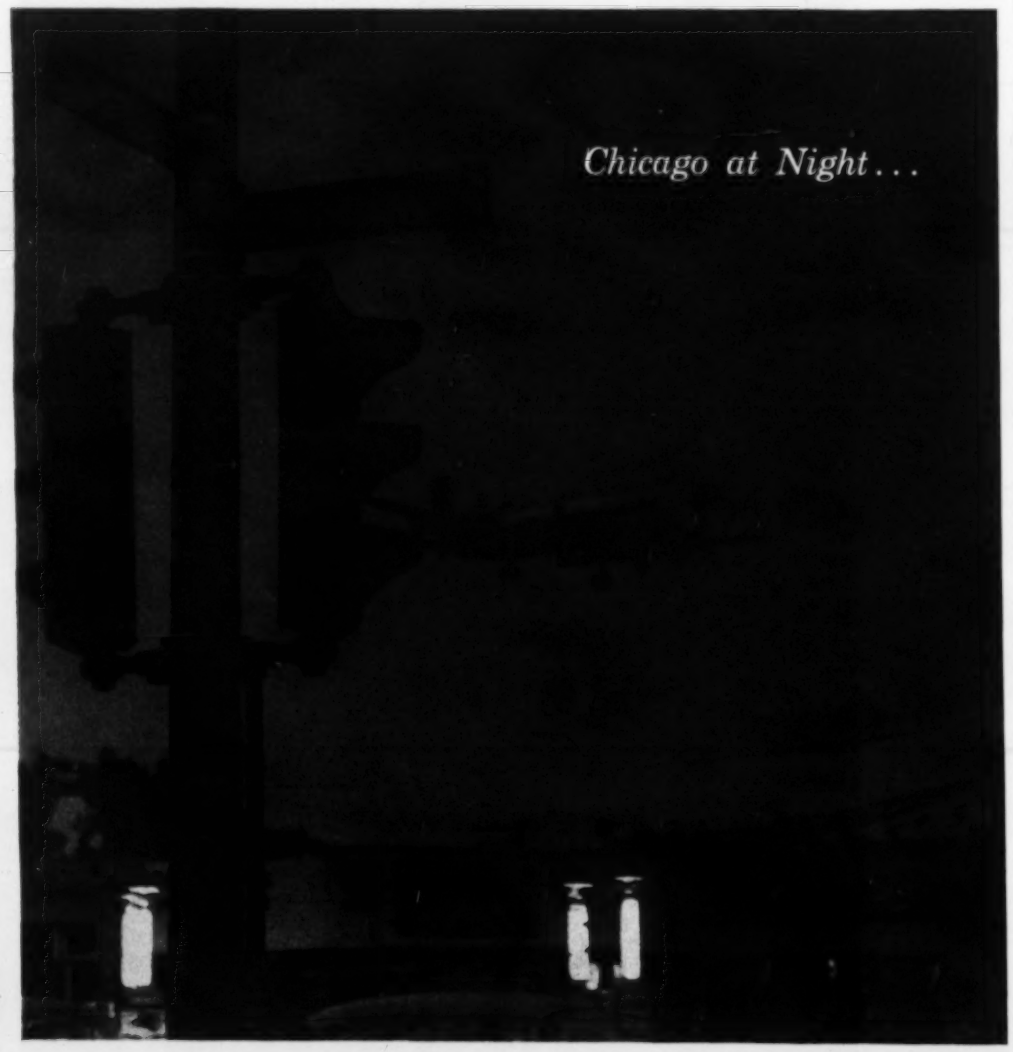
Vita-Minder Holds Vitamins • In an effort to make regular vitamin users out of those who purchase vitamins occasionally, Vitamin Corp. of America is featuring a Vita-Minder, a salt and pepper tray which also holds the company's 100's size of Rybutol, in a promotion running until May 15. The Vita-Minder is free with the purchase of the 100's size. Both the Vita-Minder and the Rybutol are packaged in a three-color carton designed for display effectiveness. National media are being used to promote the offer. Batten, Barton, Durstine & Osborn, Los Angeles, is the agency.

VITA-MINDER—*Vitamin Corp. of America is offering this salt, pepper and vitamin holder to promote its Rybutol.*

Press Party Held Via Kit • The publicity department of KPIX, San Francisco, recently sent to West Coast tv columnists a Do It Yourself Press Party Conference Kit, "designed for all tv columnists who have that urge of being somewhere else during a press party." Purpose of the kit

. . . at **Rapid Art Service**
(304 East 45th Street, New York 17, MU 3-8215).
After you've huddled with our art directors and called signals to our production line, you can be sure of professional teamwork, fast-breaking promotions . . . and no fumbles.

ART STUDIO • TYPE SHOP • SILKSCREEN • BINDERY



Where perfection counts. Up there, behind the probing lights, they got the message: *land runway two-two.* Now they'll ease in, touch down, roll rampward. But across town, other craftsmen are still at full throttle.

That'll be SUPERIOR ENGRAVING, where uncommon skill and perception also deliver the goods, on time, day and night.

For Superior Service, Superior Quality . . .

call SUPERIOR now!

215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS

CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

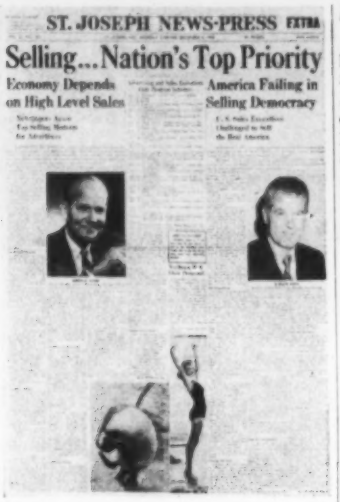
SUPERIOR ENGRAVING COMPANY
CALL
NIGHT
DAY
SUperior 7-7070

VIDEOTAPE™*

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA


ST. JOSEPH NEWS-PRESS EXTRA
Selling...Nation's Top Priority
Economy Depends on High Level Sales
America Failing in Selling Democracy

EXTRA—300 *copies of this special edition of the St. Joseph News-Press were distributed at the first annual trade territory day held by the Kansas City Advertising & Sales Executives Club. Two pages of a regular edition were replated with news of the day's program.*

was to introduce the "Sherwood Affair," a new regional tv show. Included in the kit were a brochure on the new show, instructions on how to use the kit and the following items:

A bottle of Burgermeister beer, product of the show's sponsor; a bottled martini; a bag of peanuts; several hors d'oeuvres; an alarm clock "to awaken you in time for the 'Sherwood Affair' press party"; an aspirin "in the event you should get a headache while attending the press party conference," and NoDoz to be taken "if you start to doze."

Decanter Offer Boosts Milk

• Carnation Co. is now offering a "measure marked" glass decanter as a premium for 75¢ and the blue "magic crystals" patch from any size of Carnation instant

PREMIUM DECANTER—*Carnation Co. is offering this decanter for 75¢ and a label.*

nonfat dry milk. The decanter is designed to facilitate the reconstitution of the dry milk with water. Advertising support includes mentions on CBS-TV shows, "The Verdict Is Yours," "As the World Turns" and "House Party." Erwin Wasey, Ruthrauff & Ryan, Los Angeles, is the agency.

Great American Elects 3

Irving Mallon has been elected a vp and director of Great American Publications, New York, publisher of *Car Life, Motor Guide* and *Speed Age*. He joined the company in 1956 as advertising director. The company also has elected Mark Woods and Ralph A. Boarts to its board of directors. Mr. Woods, a former American Broadcasting Co. president, resigned in 1951 to go into private business. Mr. Boarts heads Boarts International, overseas distribution organization.

Keller Opens Philly Office

Keller Publishing Co., New York publisher of *National Bottlers' Gazette, Revista Industrial* and *El Embotellador*, has established a district office at 1411 Walnut St., Philadelphia. It will service accounts in Pennsylvania, New Jersey and northern New York. Marvin H. Fisher will head the office.

Mogul, Lewin Adds Duofold

Mogul, Lewin, Williams & Saylor, New York, has been appointed to handle advertising for Duofold Inc., New York, maker of knit underwear. Calkins & Holden formerly handled the account. Mogul, Lewin has named George Mendoza, previously with Co-Ordinated Advertising Agency, to its public relations staff.

TreeSweet Plans Color Push

TreeSweet Products Co., Santa Ana, Cal., plans a 1959 campaign using two-color newspaper ads in major cities in the company's distribution area, starting Feb. 16, followed by weekly reminder copy. In addition, radio spots will be used in the frozen orange juice campaign. Hal Stebbins Inc., Los Angeles, started as TreeSweet's agency Jan. 1.

Two Join Arnold & Co.

Donald G. Shields and Stephen H. Wells have joined Arnold & Co., Denver, as account executives. Mr. Shields was formerly an account executive of L. Richard Guylay Associates, New York; Mr. Wells was previously an account executive of J. Peers & Associates, London, England.

SIMPSON-REILLY, LTD.
Publishers Representatives
LOS ANGELES · HALLIBURTON BLDG
SAN FRANCISCO · CENTRAL TOWER

type

is the face

you turn to the public

The thoughts you put into type are obviously important to you. It pays to have them visually expressed by craftsmen who care. Members of ATA have a wide selection of type faces and craftsmen which enable them to do just that, consistently. Why not phone your ATA typographer today?

IT PAYS TO SET TYPE RIGHT

AKRON, OHIO
The Akron Typesetting Co.

ATLANTA, GEORGIA
Higgins-McArthur Company

BALTIMORE, MARYLAND
The Maran Printing Company

BOSTON, MASSACHUSETTS
The Berkeley Press
H. G. McMennamin
Machine Composition Co.

BUFFALO, NEW YORK
Sahlin Typographic Service

CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, OHIO
The J. W. Ford Company

CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.

DALLAS, TEXAS
Jaggars-Chiles-Stovall, Inc.

DAYTON, OHIO
Dayton Typographic Service

DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service

DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Co.
George Willens & Company

INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.

KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.

LOS ANGELES, CALIFORNIA
Adtype Service Co., Inc.

MILWAUKEE, WISCONSIN
Arrow Press

MINNEAPOLIS, MINNESOTA
Duragraph, Inc.

NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
A. T. Edwards Typography, Inc.
Graphic Arts Typographers, Inc.
Huxley House
Imperial Ad Service
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company
Chris F. Olsen
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Vanderbilt-Jackson Typography, Inc.
Kurt H. Volk, Inc.

NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.

PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.

PITTSBURGH, PENNSYLVANIA
Davis & Warde Inc.

PORTLAND, OREGON
Paul O. Giesey, Adcrafters

ROCHESTER, NEW YORK
Rochester Monotype Composition Co.

ST. LOUIS, MISSOURI
Warwick Typographers, Inc.

SEATTLE, WASHINGTON
Frank McCaffrey

TORONTO, CANADA
Cooper & Beatty, Limited

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.
Executive Offices: 461 Eighth Avenue, New York City

Along the Media Path

The Wisconsin Newspaper Advertising Executives Assn. has published a combination reference book and presentation called "How to Get More for Your Promotion Dollar in Wisconsin through Newspaper Advertising." Included in the 64-page book are market data for the state, by counties and by newspaper communities; media data by counties; newspaper data, and coverage data for other media. The University of Wisconsin school of journalism and the Wisconsin Daily Newspaper League cooperated in the project. Copies are available from any Wisconsin newspaper or from representatives, or by writing the Wisconsin NAEA, Box 1012, Madison 1, Wis.

• **Hitchcock Publishing Co.**, Wheaton, Ill., which moved into a new building late last year (AA, Dec. 15, '58), is making things easier for visitors with a "Welcome" booklet, giving a brief history of the company and a summary of its current operations, and includes a list of "folks you may want to see." The list gives the names of the top people, followed by their nicknames and a pronunciation guide. Hitchcock's move into its new building was marked in January by a special supplement in the *Wheaton Daily Journal*. The 24-page supplement included articles on various facets of Hitchcock's history and operation, stories on top personnel and congratulatory ads by local businesses and by Hitchcock suppliers.

• **Better Farming Methods** will be published in four regional editions effective with the July issue. At that time, eastern, central, southern and western editions will be available separately or in combination. There will be no change in national advertising rates, *Better Farming* says.

• **KOCO-TV**, Oklahoma City, celebrated the opening of new studios with a 19-hour telethon for the March of Dimes. As a direct response to the marathon appeal, the station reports it received pledges of more than $40,000 for the fund.

• **American Home** is planning a special issue in July devoted to outdoor eating and has issued a 12-page booklet, "Everybody Likes to Eat Outdoors," which tells about promotion plans.

• American writers and commentators will contribute to a special series on "The State of Television" in **TV Guide** during the coming year. The first, which ran in the Jan. 31 issue, was by Erle Stanley Gardner; other writers for the series include Dr. Norman Vincent Peale, Dr. Margaret Mead, Eric Sevareid, Mort Sahl, David Susskind, Rod Serling and Bud Yorkin.

• The **Commercial Bulletin**, Boston, which serves "the wool, lumber, building materials, wastes and fuel trades," is celebrating its 100th anniversary. The weekly newspaper was first published Jan. 1, 1859, and "has not missed a publication date since."

• The **Boston Sunday Herald** is running a once-a-month tabloid directory of advertisers called a "Tel-U-Where Directory." The advertisers are listed by classification from "adding machines" to "zipper repair and tailoring." Listings are sold by the classified staff.

• **WTAE**, Pittsburgh, is asking viewers to pick the movies they'd most like to see—and says that the results of the viewer vote will determine the scheduling of movies during the coming months. The tv station used page ads in Pittsburgh newspapers Feb. 1 and 2 to list 200 movie titles and the stars in each. A coupon in the ad numbered the movies so that viewers could circle the ten movies they most want shown on the station.

• **Reader's Digest** emphasizes the importance of its European editions by using, as a direct mail piece, a Renault merchandising booklet. The booklet, printed by *Seleccion* (French edition) for Renault dealers, shows Renault ads as they appear in 13 European editions.

• The **San Diego Union & Tribune's** touring photo exhibit, "San Diego: City Alive," is being shown at the Chicago Public Library during February. The exhibit, copies of which are being shown abroad, was compiled from photos taken by *Union & Tribune* photographers and organized with the cooperation of the art center in La Jolla. Prints of the 73 exhibit photos have been gathered in a booklet mailed out by the newspapers.

• Starting with the January issue, **Microwave Journal** switched to a bi-monthly instead of a monthly schedule. Its controlled circulation has been increased from 12,000 to 18,000 in the past six months, the *Journal* reports.

WELCOME—*A model plays Santa Claus to agency executives for KBOX's Christmas-in-January promotion. The model delivered gifts late so that they wouldn't be "just another Christmas present," KBOX, Dallas radio station, says.*

• The **Seattle Times** used an honest-to-goodness apple pie, boxed with the slogan, "Here's a Real Pie Chart," to draw attention to its accompanying "Study of Newspaper Circulation Penetration & Duplication in the Seattle ABC City Zone." Using a pie theme in its presentation, the *Times* describes its coverage and market.

• Beginning with the Feb. 28 issue, **Cue** will initiate a weekly eight-page section devoted to a comprehensive listing of fm station programs; classical, popular, Broadway show and night club music features, and stereophonic, hi-fi and record releases.

• **Sports Illustrated** cooperated with a Harvard Business School "Written Analysis of Cases" class for a session involving a "case in advertising solicitation." An *SI* cast of seven, including Publisher Harry Phillips and Advertising Director William Holman, put on a "presentation" for the students.

• **WJXT**, Jacksonville, Fla., begins construction this month on a new $750,000 building. The two-story building will be located on a seven-acre site where the tv station's transmitter is in operation. Completion is scheduled for January, 1960.

• A Lincoln head penny, taped to a promotion letter, was used by **WCKT**, Miami, to draw attention of newspaper people to its showing of "Meet Mr. Lincoln" Feb. 11.

• **Department of New Laurels:**

School Management reports that it closed its March issue with 63 pages of advertising—more than any previous month for the publication. Linage for the first three issues of 1959 represents a gain of 85% over last year, and ad space on contract for future 1959 issues represents an increase of 100% over the same period a year ago, the publication says.

Hot Rod reports that advertising for the first quarter of 1959 is the best in its 11-year history. The first quarter issues carried 35,868 lines—a jump of 27% over the same period in 1958. Ad revenue went up 46.5% during the same period.

McCall's reports a gain in ad revenue for the first quarter of 1959 of 11.6% and a 2.6% gain in linage over the same period last year. *McCall's'* ad revenue for the quarter is $4,680,000, the publisher says, with an ad linage of 738 columns.

Presbyterian Life had an 18% increase in ad linage in 1958 over 1957, according to the publisher. The publisher also says that orders for 1959 space are now 50% ahead of their level at the same time last year. *Presbyterian Life's* rate base will go from 850,000 to 1,000,000 on June 1, when a rate increase averaging 15% will become effective.

True recorded a 28% gain in linage for its March issue over March, 1958. Taking into account a rate increase of 11%, which went into effect with the February issue, *True's* ad revenue for the March issue is 43.6% over last March.

A 5% increase in linage for January, 1959, over last year has been reported by the **Contractor.** In January, the publication carried 1,681 column inches against 1,608 last year.

Resort Management's February linage is up 10% over 1958, the publisher reports. Its newsletter, *Resort Report*, not published last year, adds another 10% in linage.

WCBS-TV, New York, had total revenue in 1958 of 14.1% more than that reported for 1957.

Silver Screen's April issue shows a gain of 38% in linage and revenue over last year's April issue. The publisher also reports that total linage for the first four issues of *Silver Screen* and *Screenland* this year is up 18% over the same period last year.

Average net paid circulation of **Redbook** for the last six months of 1958 reached 2,792,000, up 7.7% over the second half of 1957. =

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT . . . THOROUGH.

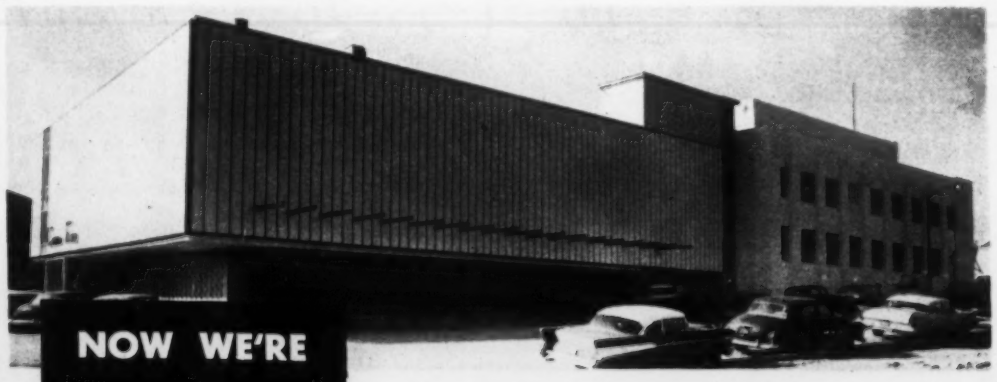
Burrelle's PRESS CLIPPING BUREAU Est. 1888
165 Church St., New York 7, N.Y. Phone BArclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46 Phone OLdfield 6-0304

SPEAKING OF
COLOR
IN THE BUFFALO EVENING NEWS
CLARA SIMMONS, of Grey Advertising Agency, New York, said:
"The Morrell Bacon Ad makes your mouth water. You feel like reaching over to pick it up"

This advertisement, on Oct. 30, 1958, was the first four color process full page in THE NEWS. Write for the tear sheets demonstrating its "mouth-watering" color reproduction.

In the steadily growing Western New York Market of more than 1,600,000 people only THE NEWS offers ... **FULL color ... FULL coverage ... FULL six days per week.**

BUFFALO EVENING NEWS
WESTERN NEW YORK'S GREAT NEWSPAPER



NOW WE'RE TWICE AS BIG!

Circulation 93,602 ABC
Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
927 National City Bldg., Dallas
New York Atlanta Chicago

For the second time in six years, we've just doubled the Caller-Times plant to keep pace with an expanding market reaching from the Gulf to the Rio Grande. Ten new Goss Headliner presses mean better service to advertisers and readers, more flexible R.O.P. color. Write for new market facts folder.

The Corpus Christi Caller-Times
CORPUS CHRISTI, TEXAS

The SHOW PLACE of ADVERTISING

Why do so many important producers of paper, printing, displays and other products and services used by advertisers concentrate their insert advertising in Advertising Requirements?

Why does AR carry more inserts per issue than any other advertising journal published?

The reasons are simple: Advertising Requirements is the only advertising publication providing practical and useful information on all phases of promotion, production and merchandising through nine departments in which technical authorities show advertising buyers how to make the best possible use of products and services representing an annual expenditure of $3 billion.

And this is not all. AR has a circulation tailor-made to embrace the primary buying power of the advertising market. Almost every important advertiser and agency in the country is receiving Advertising Requirements. The response from its 22,000 circulation to additional information offers on products and services mentioned in AR average over 6,000 per month!

No wonder advertisers in AR report such amazing results. And no wonder they have made this magazine the Show Place of Advertising, with spectacular inserts, 4-color pages and the best in art and design.

If you want to join a company of smart advertisers who have put their money on a winner, arrange now to run your campaign in Advertising Requirements!

Advertising Requirements

200 E. ILLINOIS ST CHICAGO 11

Published By The Publishers of **ADVERTISING AGE** *and* **INDUSTRIAL MARKETING**

1 Year (12 issues) $3

PHOTO REVIEW OF THE WEEK

Brown, Frost, Graham, Hobart, Sterling, Mansfield, Bliss, Donaldson, West, Johnson, Rumrill, Babcock, Wulfeck, Pooler, Hayes, Farrell, Hartman, Schroeter, Heiskell

NEW BOARD—*Shown here is the new 1959 board of directors of the Advertising Research Foundation. They are Donald S. Frost, vp and advertising director, Bristol-Myers Co.; Donald M. Hobart, senior vp, and director of research, Curtis Publishing Co.; Frank W. Mansfield, ARF treasurer, director of marketing research, Sylvania Electric Products Inc.; Ben R. Donaldson, ARF board chairman, advertising consultant, Ford Motor Co.; Arno H. Johnson, ARF board vice-chairman, vp, J. Walter Thompson; Wallace H. Wulfeck, exec vp, William Esty Co.; Arthur H. Hayes, president, CBS Radio; John W. Hartman, Bill Bros. Publications; Andrew Heiskell, publisher, Life; Lyndon O. Brown, senior vp, Dancer-Fitzgerald-Sample; Harold J. Graham, assistant secretary, Hartford Accident & Indemnity Co.; John C. Sterling, chairman of the board, This Week Magazine; Vincent R. Bliss, president, Earle Ludgin & Co.; Paul B. West, president, Assn. of National Advertisers; C. L. Rumrill, president, Rumrill Co.; Richard J. Babcock, president, Farm Journal; Charles A. Pooler, senior vp, Benton & Bowles; William R. Farrell, director of advertising, Monsanto Chemical Co., and Harry F. Schroeter, director of advertising, National Biscuit Co. Members not in photo are Hugh M. Beville Jr., vp, NBC; Rex M. Budd, director of advertising, Campbell Soup; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and Walter C. Kurz, ad manager, Chicago Tribune.*

Hall, Carr, Danson, Douglas

SCHOLARSHIP PRESENTATION—*Carole Danson, student at Los Angeles Art Center, receives scholarship award from producer Jack Douglas. Watching are Helen Hall, NBC, member of the scholarship committee of the Los Angeles Advertising Women, and Ann Carr, Interstate Bakeries, president of the group.*

THE ALCOA WAGON IS A-COMIN'—*Alcoa has created this store display to promote its new $200,000 contest, featuring 20 Rambler station wagons and 2,000 other prizes. Ads are running in Family Weekly, Life, Parade, Reader's Digest and This Week Magazine, as well as on Alcoa-sponsored tv shows on NBC and ABC and in newspapers. Among the prizes offered by advertisers tying in along with Rambler are Westinghouse (refrigerators), White (sewing machines) Stromberg Carlson (hi-fi set), Kodak (cameras), Rival (can openers), Hoover (vacuum cleaner), Underwood (typewriters), Knapp-Monarch (Therm-A-chest), Kromex and Wear-Ever (Hallite cookware).*

Stewart, Christian, Stillman, Wells, Seybolt

ACCOLADE—*A silver bowl for "outstanding service during 1958" was awarded to Kenyon & Eckhardt, Boston, by its client, Wm. Underwood Co. Here, George C. Seybolt, president, and James D. Wells, manager of marketing, Underwood, make the presentation to Frank S. Christian, vp and manager, and Ellen Stillman, account executive, K&E, Boston, and David C. Stewart, exec vp, K&E, New York.*

McMahon, Anderson, Rosen, Taeger, Packard, Graham, Campbell, Zern, Adams

MICHIGAN FOUR A'S—*At the Feb. 4 meeting of the Michigan council of the American Assn. of Advertising Agencies Harry McMahon, tv consultant, showed the top commercials exhibited at the Venice Film Festival. With him are R. E. Anderson, vp, Batten, Barton, Durstine & Osborn, and Charles F. Rosen, exec vp, W. B. Doner & Co. Vice-presidential huddle at the meeting took place between Kelso Taeger, McCann-Erickson; Dan Packard, Geyer, Morey, Madden & Ballard, and Walker Graham, D. P. Brother & Co. Ed Zern, vp and creative director of Geyer, Morey, Madden & Ballard, supplied the copy "experting." Here he is with Colin Campbell, Michigan council chairman and exec vp of Campbell-Ewald, and Charles Adams, vp, MacManus, John & Adams, and one of seven state council governors.*

Over half of Post readers are younger than this 39-year-old prodigy. They're alert. Active. Interested in the whole wide world around them. They welcome your advertising (9 out of 10 say so), which is one great big reason why you'll get more than 29 million Ad Page Exposures for every ad you run in the Post. This promise, like our friend's fiddle, has no strings attached.

**Fact is, half the Post readers are 34 or younger!*

29 million times each issue, someone turns to your ad page in the Post! That's Ad Page Exposure!

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
–they tell the others!

The fiddling lad can be seen on the Jack Benny program this coming Sunday, February 22, on CBS-TV.

McBee Promotes Belsho

Edward Belsho, formerly a member of the corporate public relations department of Royal McBee Corp., Port Chester, N.Y., has been appointed manager of the department.

Thomas Opens in Minneapolis

Thomas Publishing Co., New York, has opened a midwestern office in the Midland Bank Bldg., Minneapolis. Hal Holden, regional manager, will cover Minnesota, Iowa and Wisconsin.

SERVICE
SERVZIO
TJÄNST
DIENST
SERVICIO
SERVICE

in any language the best in typesetting

There are many ways to say service. In typography they all mean the same thing—typesetting you can depend on for quality and accuracy. Entrust your next job to SERVICE Typographers and appreciate the difference it makes in your ad or mailer.

TYPOGRAPHERS INC.

"where typesetting is still an art"

723 S. Wells St. • Chicago 7, Ill. • HArrison 7-8560

Seven Join POPAI

Point-of-Purchase Advertising Institute, New York, has added seven new members to its roster. They are Atlas Supply Co., Newark; Plastics Inc., Knoxville, Tenn.; Inter-Americana de Publicidade S. A., Rio de Janerio; KleenTear Inc., a division of Charles Offset Co., New York; National Steel Cabinet Co., Chicago; Sawyer's Inc., Portland, Ore., and Wells Badger Corp., Milwaukee. This brings the total membership of POPAI to 235.

Borg-Johnson to Refund

More than 70,000 buyers who paid $4.95 for a simple crystal set advertised as a portable radio "that would work forever . . ." will receive refunds from the receiver appointed to handle the affairs of Borg-Johnson Electronics Inc., New York's state attorney general has disclosed. The company has been enjoined from conducting further business in the state.

SALTY SALT—*This 24-sheet poster will appear for Sterling salt in 450 markets, plugging the product as "real salty salt." Batten, Barton, Durstine & Osborn is the agency.*

'Real Salty Salt' Is Sterling Tag Line in New Outdoor Push

SCRANTON, Feb. 10—International Salt Co. will launch an intensive spring campaign for Sterling salt Feb. 15. Backbone of the drive is a 24-sheet outdoor poster schedule, to include 450 markets in Sterling's distribution area east of the Ohio.

Also set are fractional ads in local newspapers, plus spot radio commercials in major cities in Sterling's market area.

Besides the company's regular copy theme, "Sterling salt brings out the best in food," posters and ads will carry an additional selling line, "Sterling—real salty salt." Sterling said the campaign will continue through late spring, with posters in major markets to appear on a continuous basis through 1959.

Batten, Barton, Durstine & Osborn is the agency.

MRG&R Issues Farm Booklet

A new agency service for clients is described in a 20-page booklet, "Report on Farm Editors Forum," just published by Marsteller, Rickard, Gebhardt & Reed, 185 N. Wabash Ave., Chicago. The agency held what it believes to be the first joint agricultural press party produced by an agency jointly for several clients in 1957. The booklet, which may be obtained free upon request from the agency, tells how objectives were established for the forum, how it was run, and what results were achieved.

Breithaupt Appoints Smith

Charles W. Smith has been appointed copy chief of Breithaupt, Milsom (Western) Ltd., Vancouver, B. C. For the past two years he had been copy chief of another Vancouver agency and earlier had come from London, England, where he was a writer and associate editor of *John Bull*.

'Food Topics' Boosts Sanderson

Chase O. Sanderson, for the past three years regional manager of *Food Topics*, New York, has been appointed eastern advertising manager, a new position. He will be responsible for sales in the New England and North Atlantic states from Maine to Washington, D. C.

Jr. Panel Companies Merge

Junior Panels Inc., Pekin, Ill., and Outdoor Advertising Associates, Memphis, have merged. New general offices will be at 1037 E. Parkway S., Memphis. Joe M. Lewis is president and James W. Thompson exec vp and secretary of the merged company.

Fulton Bag Changes Name

Stockholders of Fulton Bag & Cotton Mills have voted to change the company name to Fulton Cotton Mills. Fulton Cotton Mills is concentrating its efforts to produce and finish industrial fabrics. The company stopped making textile bags in December.

Your Salesman for More Than 700,000
CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET

WSJS
TELEVISION
WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for Winston-Salem, Greensboro, High Point

Call Headley-Reed

SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

Wanted: Lead-Lined Cave

SAN FRANCISCO, Feb. 11—There's a moral here somewhere . . .

Robert Baumgartner of Oakland decided to insert a couple of the craziest want-ads he could devise in the *San Francisco Chronicle*. One said: "Are you interested in world peace. For discus. call Ol-3-3668." The other offered the sale of: "One left slipper (man's) beautiful, fleece-lined, 50¢."

In 36 hours, Mr. Baumgartner had 12 calls for the slipper, only one on world peace. #

Retailers' Yule Ads Promoted Decanters Most, Study Shows

NEW YORK, Feb. 10—An analysis of the holiday advertising of 1,500 liquor stores, just completed by *Liquor Store Magazine*, shows that most retailers favor decanters over gift wraps as eye-catchers for their advertising.

Among the first 12 brands most used in retail advertising, eight were packaged in decanters, and three were gift-wrapped (Canadian Club, Seagram's 7-Crown, and Old Crow).

The 12 leading brands in order of use in retail advertising were Old Grand-Dad, Old Forester, Seagram's V.O., I. W. Harper, Four Roses, Calvert Reserve, Canadian Club, Seagram's 7-Crown, Schenley Reserve, Walker's DeLuxe, Old Crow and Smirnoff vodka.

A tabulation of every alcoholic beverage brand used in liquor store advertising shows straight bourbons, with more than twice as many decanters as any other liquor type, well ahead of the field.

By actual count, the breakdown by beverage types shows the following: 33% of all brands were straight bourbons; 23% blended whiskies; 6.8% wines; 5.5% vodka; 4.6% gin; 3.9% cordials; 2.7% brandy, and 1% rum. #

'Washington News' Names McComas Ad Director

The *Washington Daily News*, a Scripps-Howard newspaper, has appointed Robert McComas advertising director. Mr. McComas had been advertising director of Evansville Printing Corp., which publishes the *Press* and the *Courier*, Evansville, Ind., both Scripps-Howard newspapers.

Robert McComas

Mr. McComas succeeds Raymond F. Mack, who has been named business manager of the *News*, filling the post vacated when Matt Meyer was named assistant general business manager of the Scripps-Howard newspapers.

Spokane's Kauffman Buick Stages Radio 'Circus'

Kauffman Buick Co., Spokane, believes it held a promotion "first" for a local auto dealer when it signed all eight of Spokane's radio stations to broadcast simultaneously from Kauffman's new $300,000 building and showroom at its opening.

Included in the "circus" were costumed radio performers, a March of Dimes tie-in (a donation of 250 dimes was made for every Buick sold) and a 35-mile walk from Coeur D'Alene of the man slated to draw the winner of a diamond given as part of the March of Dimes promotion.

Reed Joins Henry Quednau

William E. Reed, formerly director of the continuity department of WTVJ, Miami, has joined Henry Quednau Inc., Miami, as copy chief.

ANA Names Bolin Treasurer

Roger H. Bolin, director of advertising, Westinghouse Electric Corp., has been elected treasurer of the Assn. of National Advertisers. He succeeds Donald S. Frost, vp, Bristol-Myers Co., who became vice-chairman of ANA last fall. Mr. Bolin has served on the ANA board since 1957. He is also president of the Pittsburgh Advertising Club.

Wesley Adds Puritan Wear

Wesley Associates, New York, has been named to handle advertising for Puritan Sportswear Corp., Altoona, Pa., manufacturer of men's sportswear and sweaters. Ehrlich, Neuwirth & Sobo is the previous agency. Wesley has appointed Ambrose Kennedy, formerly with Lynn Baker Inc., an art director.

'Barron's' Names Two

Barron's, New York, business and financial weekly, has promoted Louis Calderoni to Pacific Coast advertising manager and John Hurlbut to midwestern advertising manager. Mr. Calderoni formerly was in charge of the Los Angeles office; Mr. Hurlbut previously headed the Chicago office.

Parkinson Joins Paterson

William H. Parkinson has been appointed director of advertising of the Paterson Parchment Paper Co., Bristol, Pa., succeeding the late W. H. Enell. Mr. Parkinson formerly was with H. K. Porter Co., New York, and two of its divisions.

Goetz to McDonald-Thompson

Fred Goetz, formerly with the Los Angeles office of Rau Watson Co., has been appointed Oregon manager of McDonald-Thompson, publishers' representative.

DO YOU WANT THE ACCOUNT?
. . . Reach for BRAD-VERN'S!
Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.
Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

CHOSEN—*Shown here are views from the five tv commercials selected for first place awards by the Hollywood Advertising Club. From the left, the commercials honored are by Kaiser Aluminum & Chemical Corp., Ford Motor Co., Paxton & Gallagher Co., Burgermeister Brewing Corp. and Dodge division of Chrysler Corp.*

Drug Ads Must Be Lively to Compete: Hardt

(*Continued from Page 2*)

'He would make a speech must first corner eardrum'."

Mr. Hardt depicted the medical copywriter as "a boy walking along the railroad tracks balancing himself on one of the rails." On one side lie the "restrictive" codes governing medical product promotion; on the other side lie the "expansive" factors requiring distinctive advertising to reach the doctor with information about drugs.

Mr. Hardt said that just as the boy uses a certain amount of freedom of his body and arms to maintain his balance, so the copywriter "must be allowed a certain amount of balancing leeway, while keeping on a firm basis of proven fact. Just as the boy could not walk the track without swaying his body and arms, the copywriter would become ineffective without this narrow margin of movement."

■ Mr. Hardt noted that there has been some "severe criticism" of the use of allegory in pharmaceutical advertising. He commented that "perhaps in one case there is some justification for criticism." But he added:

"The copywriters in this audience will, I am sure, agree with the statement that allegory is a device used by authors to make what they have to say more interesting. It is a veiled presentation in a figurative story of a meaning metaphorically implied but not expressly stated. As you know, allegory is prolonged metaphor, in which typically a series of actions are symbolic of other actions. A good example is Bunyan's 'Pilgrim's Progress.'

■ "I admit the foregoing is a somewhat vague explanation of what can happen when it becomes popular, as it now is, to take raps at advertising in general and pharmaceutical advertising in particular.

"This is happening to us at present, and it has caused us some concern. What I wish to point out is that we are not story writers hoping to get deep interest and secretly hoping to develop a plot which will attract the attention of Hollywood. For the most part we do the job of informing the physician well. But we must constantly keep in mind that we, as manufacturers of health products, have a very special responsibility to the professions and to the public."

■ Mr. Hardt said his discussion of allegory in pharmaceutical ads was inspired by attacks on this device by John Lear writing in the *Saturday Review*. Though Mr. Hardt didn't specify the example of allegory in pharmaceutical advertising which he thought may have been criticized justifiably, observers here had little doubt that he was referring to the Chas. Pfizer & Co. Signamycin mailing of 1957 which Mr. Lear's *SR* article attacked (AA, Jan. 19).

■ Mr. Lear also came under attack, meanwhile, from Dr. Irwin C. Winter of G. D. Searle & Co.'s division of clinical investigation.

Referring to Mr. Lear's charges of inadequate pre-testing of new drugs, Dr. Winter said that "absolute safety is not attainable. Modern potent drugs are not placebos and cannot be used indiscriminately. Judgment and care on the part of the physician are part and parcel of modern medical care and safety in the use of drugs.

"The physician demands and should be able to rely on information he receives. We in our turn must accept the responsibility for presenting an accurate picture of a drug's capabilities—for harm as well as good. The public must learn that any advance entails some danger and that treatment is most frequently a campaign which involves a calculated risk."

■ Dr. Winter challenged the inference in Mr. Lear's Feb. 7 article in *SR* that a set ratio of success and failure in drug tests should be applied to all new drugs. Test requirements should be, and are, determined by "informed and mature judgment" of the Food & Drug Administration officials, Dr. Winter said.

He emphasized that FDA requires pharmaceutical houses to submit all evidence developed from research on a drug. He also said Mr. Lear's Feb. 7 article "makes me wonder if he is writing about the same agency, and its administration, as that under which we work."

■ As for Mr. Lear's suggestion that pharmaceutical ads should note "side effects," Dr. Winter said, "The very issue of *SR* in which Mr. Lear's latest article appears is filled with ads. On reading them I saw no mention whatsoever of any shortcomings or side effects. Facing the inside back cover is a full page ad on 'An Unhurried View of Erotica . . . One of the first books in English to give you the basic facts about erotic literature . . .' Should not this masterpiece be labeled 'Warning: may be habit forming'," he asked.

"I am left with the conviction," said Dr. Winter, "that since surely *SR* must tell the complete story, that all recently published books—or at least those accepted for advertisement in *SR*—must be so beautifully written that we must all read them for the welfare of our minds—and surely we all agree the psyche is at least as important as the soma."

■ A prediction that ethical drug sales will pass the $2 billion mark in 1960 was made by George B. Stone, manager of Chas. Pfizer & Co.'s J. B. Roerig division. Ethical drug sales in 1958, he noted, were about $1.8 billion.

Looking ahead 15 years—by which time Mr. Stone expects major breakthroughs on cancer, heart and other diseases will be made—he predicted ethical drug sales of $2.8 billion by 1965, sales of $3.8 billion by 1970 and $5.2 billion by 1975. #

Playhouse, Freberg Are Double Winners at Hollywood Adclub

HOLLYWOOD, CAL., Feb. 10—Eight first place awards for tv and radio commercials produced in the Los Angeles area last year were made yesterday by the Hollywood Advertising Club in its first annual Broadcast Commercials Producers competition.

Television first awards were made to Grant Advertising and Universal Pictures, for a live action commercial produced for Dodge; Buchanan-Thomas and Freberg Ltd., for an animated Butter-Nut instant coffee commercial; Young & Rubicam and Warner Bros., for an institutional commercial of Kaiser Aluminum & Chemical Corp.; Batten, Barton, Durstine & Osborn and Playhouse Pictures, for a Burgermeister Beer ID; J. Walter Thompson Co. and Playhouse Pictures for "The Ford Show" program title.

Radio first awards went to Botsford, Constantine & Gardner, and the CBS Pacific Radio Network, for a straight presentation of a Tillamook cheese commercial; Erwin Wasey, Ruthrauff & Ryan, for creation and production of a jingle for Chicken of the Sea; Cunningham & Walsh and Freberg Ltd., for a humorous commercial of Zee toilet tissues.

Television honorable mentions were given in the live action category to Dancer-Fitzgerald-Sample and Roland Reed Productions for Bayer aspirin, and Erwin Wasey, Ruthrauff & Ryan, and Tuchman-Harris Production for Friskies dog food. In the animated category, honorable mentions were given to Leo Burnett Co. and Quartet Films, for a Marlboro cigaret commercial, and to Foote, Cone & Belding and Cascade Pictures of California for a Calo cat food commercial.

Judges in the competition were Don Belding, formerly of Foote, Cone & Belding; Thomas Freebairn-Smith, Academy of Television Arts & Sciences; Evelyn Bigsby, *TV Guide*, and Hale Sparks, University of California. #

Current Deals and Offers

A pre-spring spattering of contests showed up in newspapers on Thursday, Feb. 5, in a spot check by ADVERTISING AGE. Most heavily advertised was an $80,000 contest sponsored by Ivory soap, which turned up in nine of the ten newspapers checked. Ken-L-Ration and Alcoa Wrap promoted contests in one each of the newspapers.

The newspapers checked were the *Charlotte Observer, Cincinnati Enquirer, Dallas Times Herald, Dayton News, Denver Post, Indianapolis Star, Knoxville News-Sentinel, Capital Times*, Madison, Wis., *Memphis Press-Scimitar* and *Pittsburgh Press*.

The ten were selected from among a number of newspapers scattered geographically and from markets often used by advertisers as test markets. Since offers made by manufacturers (retail store specials are not included) tend to appear in a number of newspapers on the same day, whenever an offer is listed for the first time, all the other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Product	Ad Size	Offer
Charlotte Observer		
None		
Cincinnati Enquirer		
Ivory soap	6x160	5¢ coupon plus promotion of $80,000 contest. Also in Dallas, Dayton, Denver, Indianapolis, Knoxville, Madison, Memphis and Pittsburgh.
Gold Medal flour	4x150	15¢ coupon. Also in Dayton and Pittsburgh.
Maxwell House instant	5x200	12¢ off on large jar. Also in Dayton.
Dallas Times Herald		
Churngold margarine	3x100	5¢ off.
Pillsbury pancake mix	3x165	8¢ coupon. Also in Knoxville with 5x200 ad.
Robin Hood flour	4x150	Quikut knives in packages.
Chili-Dip	5x205	10¢ coupon.
Borden's cheeses	3x290	5¢ off on grated Parmesan and Romano. Also in Dayton, Denver, Indianapolis, Knoxville, Memphis and Pittsburgh.
Dr. Pepper	5x200	5¢ for second family-size bottle.
Dayton News		
Dixie margarine	1x75	5¢ off.
Denver Post		
Columbine evaporated milk	5x200	2 pairs of nylons for $1 and 6 labels.
Canada Dry ginger ale and Betty Crocker's Softasilk	4x200	30¢ cash refund for 2 bottle caps and top of Softasilk package.
Chase & Sanborn coffee	4x55	15¢ coupon good on 2 lb. can.
Maxwell House coffee	5x200	10¢ off on 2 lb. can.
Mrs. Grass noodle soup mix	3x130	Desk pen set for $1.25 and package panel. Also in Madison and Pittsburgh.
Indianapolis Star		
Py-O-My blueberry muffin mix	3x300	25¢ cash refund for package lid.
Clark's gum	3x75	25¢ cash refund for 12 wrappers. Also in Knoxville.
Knoxville News-Sentinel		
Armour Star pork sausage	6x250	Cash refund of purchase price on "first package."
Madison Capital Times		
Folger's coffee	5x200	5¢ off on every pound.
Pillsbury cake mixes	5x195	4 for $1 with coupon.
King Midas flour	5x100	15¢ coupon.
Memphis Press-Scimitar		
Blue Plate Whi-P-Nut peanut butter	5x200	10¢ coupon.
Ken-L-Ration	7x225	$100,000 contest to name "Ken-L-Pup."
Pittsburgh Press		
Cott ginger ale and club soda	4x150	5¢ off on quarts.
Duncan Hines cake mixes	8x125	10¢ coupon good on 2 packages.
Alcoa Wrap	Page	$100,000 contest.

Trust Copywriter, BBDO's White Asks Advertising Execs

CHICAGO, Feb. 11— "Don't let the personal prejudices of powerful people inhibit your writer," Gordon White, vp and creative director of Batten, Barton, Durstine & Osborn, told members of the Advertising Executives Club of Chicago last evening.

Mr. White stood firmly on the side of the copywriter in his plea for appreciation of the copywriter's "God-given knack."

"He has the knack of communicating to a total stranger; he has the knack of planting ideas in the minds of harassed and hurried citizens who are completely uninterested in *your* problems. He has the knack of giving personality to such products as corn plasters and corn starch. He has the knack of turning innocent bystanders into militant customers," Mr. White told the group.

■ "Ironically, however, copywriters are pitifully inarticulate at defending—or explaining—their own work. A copywriter can not always tell you why he chose a certain picture—or used certain words in a certain way. His instinct tells him," Mr. White said.

"Trust his instinct—if you want your company's advertising to be distinctive."

Mr. White urged the group to respect the copywriter professionally, to keep him free to do what he does best. Otherwise, Mr. White warned, the copywriter may turn into "the Old Philosopher, the discouraged drudge who sees one fresh idea after another watered down or muddied up, and who finally says, 'If that's what they want, I'll just play it back to them.'

"When your copywriter adopts that philosophy, you have both failed at your jobs." #

Watrous Leaves B&B to Rejoin Tatham-Laird

David G. Watrous, management supervisor and a member of the plans board of Benton & Bowles, New York, will rejoin Tatham-Laird, Chicago, on Feb. 16 as an account supervisor on Paxton & Gallagher Co. and George Wiedemann Brewing Co.

David G. Watrous

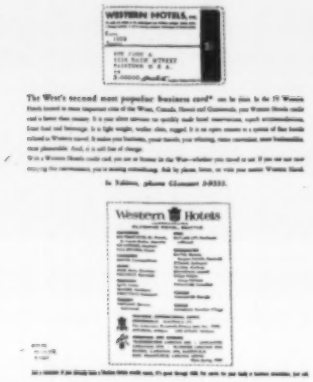
Mr. Watrous was an account supervisor at Tatham-Laird for five years before joining Benton & Bowles a year ago.

Labelette Names Arends

Labelette Co., Chicago label equipment manufacturer, has appointed Donald L. Arends, La Grange, Ill., to handle its advertising, sales promotion and public relations activities. Labelette had been a direct advertiser.

Errante to Beaumont, Heller

N. Jack Errante, formerly with Sealy Mattress Co., has joined Beaumont, Heller & Sperling Inc., Reading, Pa., as a copywriter.



RUNNER-UP—*Western Hotels, in a campaign in 25 western newspapers and the western edition of Newsweek, says that its credit card is "the West's second most popular business card . . . yours, of course, is first." Cole & Weber, Seattle, is the agency.*

CARL HELM

NEW YORK, Feb. 11—Carl Helm, 70, legal consultant to Hearst Publications and a specialist in the law of libel, died last night at his home here. He had undergone surgery about a year ago for an esophagus ailment from which he never fully recovered.

Born at Fort Snelling, Minn., the son of an army captain, he became a captain of infantry in World War I and served overseas. He joined the old *New York American* as a reporter while attending Columbia University law school. He was admitted to the New York state bar in 1911. A partner in Powers, Kaplan & Berger, Mr. Helm specialized in the law of libel and was considered one of the outstanding experts in that field. He was associated with the Hearst organization for 35 years and represented the *New York Journal-American*, *New York Mirror*, King Features, International News Service, *The American Weekly* and several Hearst magazines in various legal matters.

CURTIS REMY

TORONTO, Feb. 10—Curtis H. Remy, 64, retired account executive of MacLaren Advertising Agency Ltd., died at his home Feb. 2. Born in Evanston, Ill., Mr. Remy came to Canada in 1920. He was vp of Norris Patterson Advertising when that agency joined MacLaren in 1930.

FRED A. HAMLIN

WASHINGTON, Feb. 10—Fred A. Hamlin, 53, editor and publisher in the aviation field, died here Feb. 7 after a month's illness. At the time of his death he was assistant to the publisher of the *Pilot*, a publication of the Aircraft Owners & Pilots Assn.

Before World War II, he was a member of the staff of Carl Byoir & Associates. Subsequently, he was information director of the Civil Aeronautics Administration. Before joining the *Pilot* two years ago, he owned and operated the Lincoln Press, which published *Aero Digest* and two official reference works of the Aircraft Industries Association, "Aircraft Yearbook" and "Aviation Facts & Figures."

'Newsweek' Elects Muir Chairman, Mrs. Astor Director

Malcolm Muir, president of Newsweek Inc., has been elected board chairman of the magazine, succeeding the late Vincent Astor, who died in New York Feb. 3. His widow, Mrs. Vincent Astor, and Luke B. Lockwood, an attorney, have been elected directors.

North Consolidates in N.Y.

North Advertising has consolidated offices of its merged staff in New York at 16 E. 40th St., the location acquired in the recent merger of North with the former Albert J. Silberstein-Bert Goldsmith agency.

Four A's Elects Two

Ralph Allum Co., New York, and North Advertising, Chicago, have been elected to membership in the American Assn. of Advertising Agencies.

PERSONALS

Close as a clean shave to the

DAVENPORT METROPOLITAN AREA!

Davenport Newspapers ... razor close to 267,100 Quad-Citians and their $6,189 E.B.I. per household ... reach 100% of the Scott County, Iowa, population — plus substantial numbers in Rock Island County, Illinois — 7 days a week.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

FIRST EVERY DAY ...

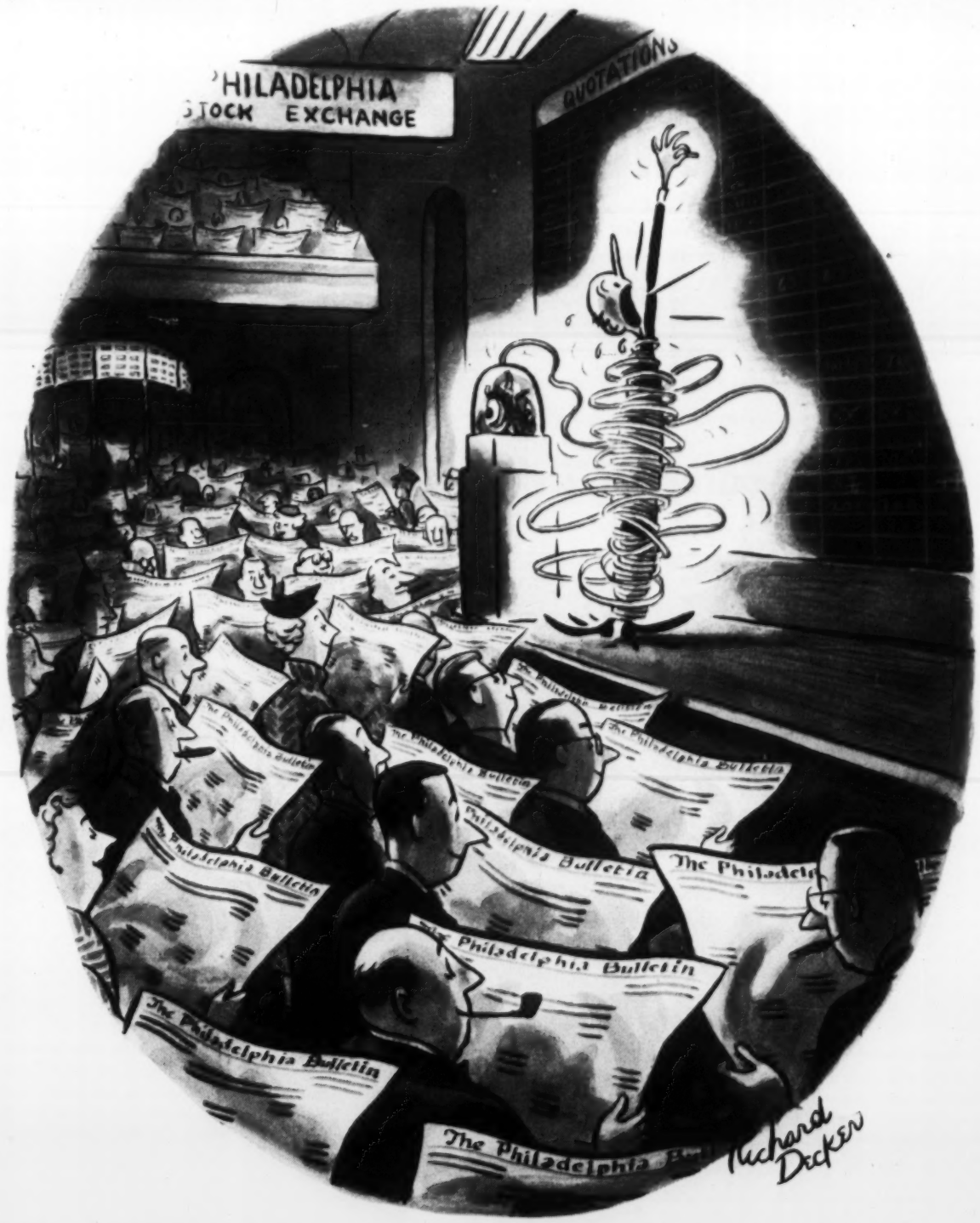
DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

SMALL

runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.

Put Punch in Point-of-Purchase



In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Frommes Charged in Toronto

Frommes Co., with headquarters in Philadelphia, has been charged by the attorney-general in Toronto with false or misleading advertising based on ads published in 1956, 1957 and 1958. The charges made, under section 306 of the criminal code, says in part: "...caused to be published an advertisement containing a statement purporting to be a statement of fact but that is untrue, deceptive, or misleading, to wit: This is the first and only 100% successful treatment for male pattern baldness."

Restaurant Fined for Light

Robert L. Wertz, operator of Bob's Rendezvous Restaurant, Amherst, has been given a $100 suspended fine in a test case for violating a state law against flashing lights used for advertising. Mr. Wertz was charged with operating a light which interfered with traffic. The decision, the peace justice believes, was the first under a Masachusetts law effective last September. The law forbids operation of a light resembling a police or traffic device within view of the highway.

'Set Quota for U. S. Imports'...

Patterson Agency Hits Australia TV as Loaded with U. S. Films, Stale Jokes

3-Year-Old Medium Grows Physically but Is 'Stunted Creatively'

MELBOURNE, Feb. 10—Australian television, now in its third year, has become "increasingly Americanized," and a quota system may be needed to restrict imports and encourage native talent.

So says George Patterson Pty. Ltd., one of Australia's largest advertising agencies, in a critical report on the television situation here.

"At two years," the agency said, "the baby of Australian advertising is a lusty, clamorous infant—fast-growing, gun-toting and speaking with a pronounced American accent. His vital statistics and technical capacity are impressive. The rattle of his bullets is now heard in almost one home in two in Melbourne and Sydney.

"Creatively he seems a little retarded."

The report went on to say that in the past year the Australian commercial stations have turned more and more to the formula, "Let's put in a package film show," as an answer to all program problems.

■ This attitude, the agency charged, has stunted the growth of Australian talent. And it added:

"Pointing a camera at sporting events, news readers and comperes of late evening shows, who surround themselves with sword swallowers, tap dancers and pop singers imitating U. S. prototypes, seems to be a somewhat narrow interpretation of the obligation to develop Australian 'talent.'

"With one or two exceptions, 'comedians' and their material have been woefully inadequate. The almost nightly exposure to the ghastly exhumations from the graveyard of dead gags—many of them in the last stages of decay before they even reached this country long years ago—has been a sad commentary on the apparent inability of local writers to provide any original comic material—or the disinclination of the stations to pay sufficient money to make it worth while for the attempt to be made to create such material."

■ The agency noted that originally it was opposed to any form of quota system. It has since had second thoughts.

"If Australian programming is to be developed and Australian personalities improved to the point where they are something more than shallow mimics," the report said, "some positive quota obligation may need to be introduced—otherwise the creeping mediocrity of our present local programs and performers could result in the relegation of Australian television to the status of a permanent relay unit of the American networks, with occasional breaks for local identification as a minimal concession to government requirements."

The report noted that British television has a 14% quota restriction on imports and that Canada also has "a high quota system." It pointed out that CBS Films is producing shows in Britain to get around the quota system, adding: "From this, it can be seen that some sort of quota system in Australia might spark the development of production in this country too."

■ The Patterson agency conceded that the Australian public appears to favor the U. S. imported product, but it questioned whether the public should always get what it wants.

"The stereotyped face of violence these shows present on the television screen for hours on end, night after night, raise social problems that might in the long run react unfavorably on television's status as a medium of family entertainment," the report lamented.

"It is undisputed that the public seems to like them, but that, in turn, postulates the age-old query whether there is not a deeper responsibility in all matters of communication to try and give the public something a little better than it wants, or thinks it wants," it says.

The report cited a recent survey made at the University of Melbourne which indicated that the crime shows on television tend "to develop a certain callousness and an indifference to cruelty, outrage and ill treatment" among adolescent and pre-adolescent viewers.

■ "Inevitably, too," the agency said, "we find ourselves speaking with two voices—as an agency whose primary function is to see that our client's advertising pound is spent to the best possible advantage—and as citizens and parents with an accepted responsibility to society.

"The dilemma, however, is not ours alone. Media and advertisers, from different positions, must face the same problem, and it is perhaps not impossible that greater liaison among the three could result in all of us having the best of both worlds."

In addition to criticizing the stations for their programming, the Patterson report chastised them for their failure to merchandise the medium.

"Business has apparently been too good for them to worry about how to effectively sell television on a long term basis," the report commented. "By selling, we mean intelligent analysis of the medium's potential and how varying sales strategies can be adapted to the needs of different advertisers.

■ "All stations have theoretically agreed to the establishment of the equivalent of the U. S. Television Bureau of Advertising, but apart from one meeting with agency representatives more than a year ago, nothing more has been done."

Some dimensions of Australian television, as presented in the Patterson report, are:

• There are now some 600,000 television homes, the bulk of them located in the Melbourne and Sydney metropolitan areas.

• Adelaide and Brisbane are expected to have 8,000 to 10,000 tv homes each by the end of 1959, and Perth 3,000.

• The three Melbourne stations are now telecasting an average of 60 hours a week; in Sydney, where there are also three stations, the average is 64 hours a week. ATN, Sydney commercial station, telecasts the most—72 hours a week.

• The average Melbourne tv set is tuned in 33 hours a week, the average Sydney set 31 hours.

• Five program categories—drama, children's shows, variety, sports and western-adventure—account for 70% to 80% of total program time.

• Peak viewing time is between 7 and 9 p.m., with 80% to 90% of all tv homes in Sydney and Melbourne viewing during this period.

• Advertisers spent £2,500,000 ($5,625,000) on the commercial stations in Sydney and Melbourne during 1957; the 1958 expenditure is expected to be more than double this total. Expenditures in the quarter ended Sept. 30 totaled $2,700,000.

• Foodstuffs (including candy and soft drinks) account for 24.2% of

No. 1 zone of influence*

37.5% of all retail sales in Mississippi are made in Jackson's 24-county retail trade zone . . . The Sunday Clarion Ledger and Jackson Daily News reach 81.3% of all families in the 24 towns of 1000 population or more in this important zone . . . weekdays even more!

*plus reaching 22% of all families in 34 secondary trade area towns with 1000 or more population.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

QUANTITY PHOTOS SELL ANYTHING...ANYWHERE!
QUANTITY PHOTO CO., 119 W. HUBBARD ST., CHG. 10
Write for FREE photo packet

tv advertising, followed by oil and automotive products, 12.5%; pharmaceuticals, 10.9%; building materials, paints and home appliances, 9.5%; household goods (including soaps and detergents), 8.7%; textile goods, 8.6%; tobacco and liquor, 8.3%.

• Since television started, time rates have advanced approximately 60%. An hour of peak time now costs the advertiser about $675, based on the 52-time rate.

▪ The Patterson report noted that two stations have followed the newspaper pattern of automatic rate increases halfway through a contract period.

"If stations were looking for a gold plated guarantee to go with the best method of irritating the advertiser, they have it in this system of rate increases in the middle of the contract period," the agency's report concluded.

'DOWN UNDER' MARKET LOOKS GOOD TO NTA

NEW YORK, Feb. 10—National Telefilm Associates has announced the formation of NTA International to sell its television and motion picture properties throughout the world.

The new NTA subsidiary will be headed by Harold Goldman, exec vp and a director of National Telefilm. Mr. Goldman will be president of NTA International.

Oliver A. Unger, president of NTA, said: "We have long held that the foreign market offers one of our greatest areas of expansion. Results accomplished abroad by our company during the past year have served to strengthen our convictions."

Mr. Unger predicted that NTA International will become "a sales leader in the international field."

Pointing up the market potential abroad, Mr. Goldman said:

▪ "Sales opportunities abound in the United Kingdom, where more than 3,000,000 tv sets are in operation. In France there has been an important increase; unofficial figures now place the set count at 1,000,000.

"Germany has reached the No. 2 position in Europe, second only to Great Britain. Germany is approaching the 2,000,000 set mark. Italian television, only five years old, already has approximately 1,000,000 sets in use.

"And television is booming in South America. Argentina, Brazil and Venezuela, for instance, are making very rapid strides.

▪ "In Australia, new receivers are being bought in great numbers, and a number of new television stations are being built. Japan, too, is rapidly expanding its television coverage and expects soon to serve 90% of its rugged terrain. And in the Philippines the television industry is making substantial headway."

NTA International also plans to produce television series in other countries. The first of these is scheduled for production in Australia. NTA recently joined with British Broadcasting Corp. in the production of "The Third Man," a 39-week series starring Michael Rennie. Twenty episodes are being made in Hollywood and 19 in England. #

Stetson Promotes Thompson

John B. Stetson Co., Philadelphia, has promoted Thomas E. Thompson from assistant advertising manager to advertising manager of the hat company, a new post. Irwin B. Jordon, vp of advertising, merchandising and sales, continues to head the department.

Orange-Crush Bows in Aruba

Orange-Crush Co., Evanston, Ill., has launched a print and radio campaign in Aruba, Netherlands West Indies, initiating marketing of Orange-Crush there. Ben Schwartz, Caribbean divisional manager of Orange-Crush, supervised the campaign.

Cluett Elects Bacchi

E. A. Bacchi, formerly president of Cluett, Peabody & Co. of Canada Ltd., has been elected vp of merchandising of Cluett, Peabody & Co., New York, succeeding R. L. Palmer. Mr. Palmer has been elected vp and treasurer of the company.

National Paint Plans Push

National Paint & Varnish Co., Los Angeles, is planning a campaign around its new "Decorator Color-Planning" promotion by which homeowners are provided with free color schemes selected by an interior designer. The promotion will be supported by ads in *Sunset Magazine;* home supplements of the *Times* and *Examiner*, Los Angeles; radio and tv spots; direct mail and point of purchase materials. Tilds & Cantz, Advertising, Los Angeles, is the agency.

TESTING
one • six • two

Comstock Foods selected the *testingest* market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size.* Comstock Foods is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate. *Source Sales Management

100% coverage of city zone 94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Big Pitch From Signal Hill

And this one's a belt-high blazer in anybody's ball game . . . *the Kansas City Athletics baseball broadcasts will come from WDAF Radio and TV starting this year!*

The young man tuning up below will bring together Kansas City's two most famous hills—the pitcher's mound he's standing on at Municipal Stadium and Signal Hill, home of WDAF. This is veteran sportscaster Merle Harmon, the Voice of the A's to millions of fans in six states. Merle will do play-by-play for the Joseph Schlitz Brewing Company and the Skelly Oil Company.

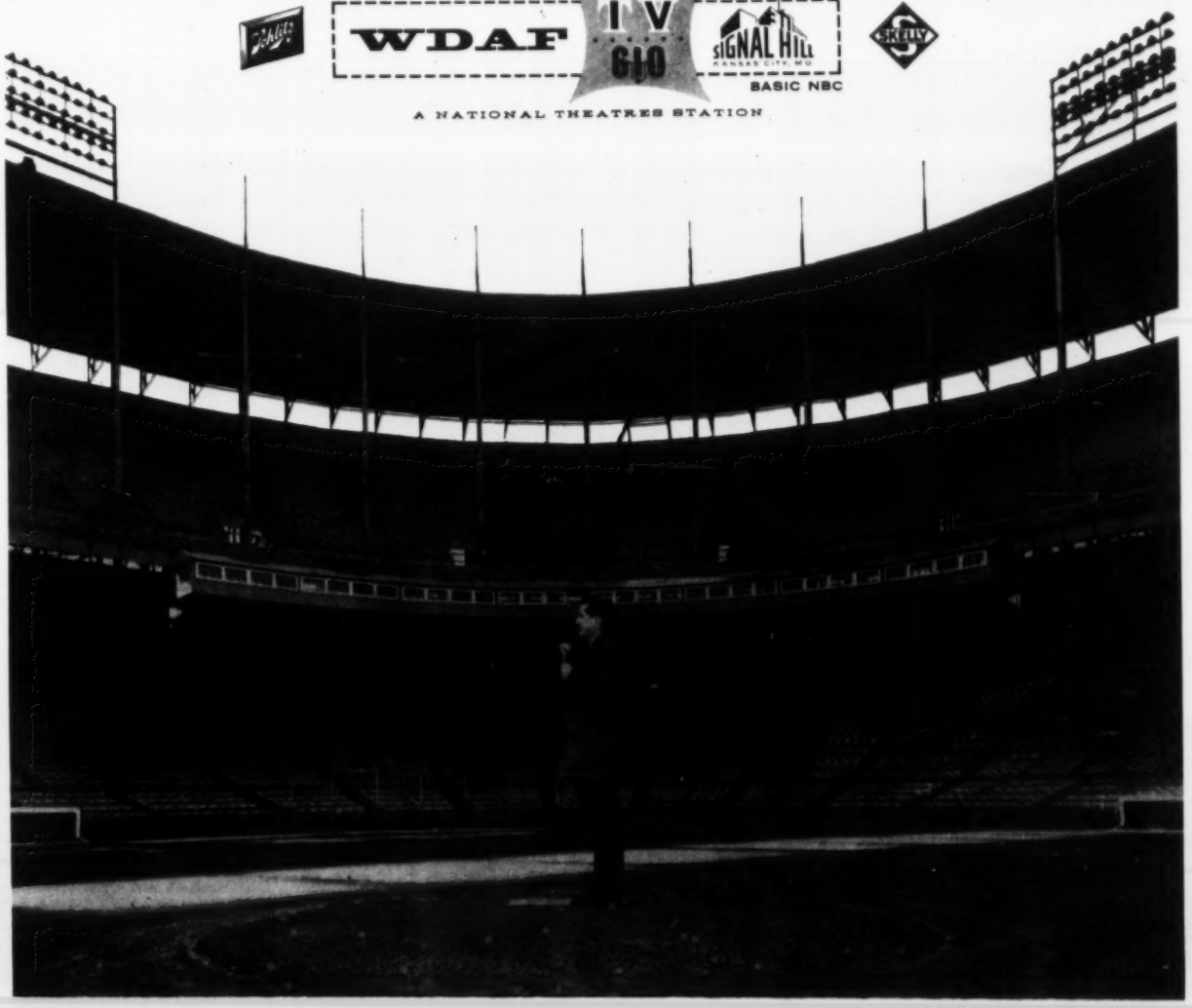
It was real cool at the Stadium when Merle got his first feel of the WDAF mike, but we couldn't wait to spread the word. In the first place, pitchers and catchers report very soon now, and Merle will be heading south for training camp. In the second place, we think our Athletics-WDAF team may figure big in your spring and summer selling plans for Mid-America. In short, it's later than you think. Better check with our good reps as soon as possible.

RADIO: Henry I. Christal Co., Inc. • TELEVISION: Harrington, Righter & Parsons, Inc

WDAF TV 610 SIGNAL HILL KANSAS CITY, MO.

BASIC NBC

A NATIONAL THEATRES STATION



Growing Volume of Ads Promotes 30-Year-Old Truck Leasing Industry

(Continued from Page 2)

Hertz had been in the truck lease and rental business for 20 years before it began advertising its services. In 1949, the company invested $60,000 in national and local advertising for truck leasing.

The company has increased its truck lease ad budget each year since 1949 until it reached a record high of $360,000 last year. The bulk of the ad dollars went into business publications and magazines although Hertz also used direct mail and a network radio news show.

■ In advertising its truck leasing services, Hertz has placed a strong emphasis on use of business publications in numerous fields. In 1958, it used 19 trade magazines. They included *American Lumberman & Building Products Merchandiser, American Soft Drink Journal, Baking Industry, Beer Distributor, Brewers Digest, Chain Store Age, Cleaning & Laundry Age, Commercial Carrier Journal, Department Store Economist, Electrical Merchandising, Fleet Owner, Food Engineering, Frosted Food Field, Furniture Retailer, Ice Cream Review, Meat, Milk Dealer, Modern Brewery Age* and *National Provisioner.*

Hertz also used *Business Week, Dun's Review & Modern Industry, The Saturday Evening Post* and *Wall Street Journal.*

Hertz marked up another first last year, when it entered network radio. The company sponsored a five-minute business news show 12 times weekly on the CBS radio network. About 10% of the commercials on the show were devoted to truck leasing, the rest to car rentals.

■ The vehicle leasing giant has a 1959 ad budget of $383,000 for truck leasing. Media have not yet been determined. Advertising currently is being prepared by Needham, Louis & Brorby, Chicago, which just joined the Hertz agency family last December.

HERTZ TRUCKS—*Hertz Corp. offered a free booklet about its truck leasing services in this page ad in Business Week.*

Campbell-Ewald, which previously handled truck and car leasing advertising, continues to handle the Hertz Rent A Car account, which bills about $7,000,000 annually. (Foote, Cone & Belding is the agency for the Hertz Rent-A-Plane System, which was established nearly two years ago.)

It is ironical that although Hertz Corp. derives at least 50% of its total income from its truck leasing and rentals, the corporation has invested less than 5% of its ad dollars for these operations.

■ **Ryder System**, with headquarters in Miami, is the second largest truck leasing company in the U.S. Ryder Truck Rental, one of the company's two divisions, leased 9,200 trucks in 85 cities in the U.S. and Canada last year, which resulted in gross revenues of $26,500,000. Ryder does not lease automobiles. In 1949, Ryder owned only 10 rental branches with 1,500 trucks which produced less than $3,000,000 in revenue that year.

The company was founded in 1934 by James A. Ryder, who was then 20 years old. He bought one truck with borrowed money and is believed to have been the first man to lease trucks in Florida. The company was privately owned until 1955, when Mr. Ryder decided to incorporate it and sell stock to the public, primarily to raise additional capital for expansion purposes.

Ryder has greatly enhanced its position in the truck leasing field in the past four years by purchasing large regional companies in St. Louis, Philadelphia, Denver and Buffalo. The last major acquisition occurred last October, when Ryder bought Columbia Terminals Co., St. Louis, for $3,770,000. Columbia owned 1,550 trucks and operated truck leasing branches in eight major cities.

■ Although Ryder currently maintains only "full-service" facilities for its truck lease customers, the company will plunge into the finance leasing field in a big way this year. Ryder Leasing was established in January, 1959.

The company estimates that it will do $50,000,000 worth of finance leasing business this year. "We will lease anything that industry wants, including airplanes," a company spokesman said.

Ryder began its national advertising program in 1957 with a modest budget of $75,000. Grant Advertising, Miami, was named to handle the account.

Last year, Ryder appropriated $350,000 for national advertising. The bulk of the budget went into large-space ads in *Barron's, Business Week, Dun's Review & Modern Industry, Nation's Business, Newsweek* and *U.S. News & World Report.* Ryder also used the *Wall Street Journal*, the financial sections of the *Chicago Tribune* and the *New York Times*, and newspapers in about 80 cities.

This year, the company has boosted its budget to $475,000, and plans to use the same media, plus *Time.* This is the largest ad budget of any truck lease company.

■ **National Truck Leasing System** is composed of 67 "full-service" truck lease companies with operations in 160 cities in the U.S. NTLS is the sales promotion agency for its members, many of which are major regional and local truck lease companies. Its members' services are advertised under the brand name of Nationalease.

The industry organization was founded in 1945, and is believed to be the first company or organization to advertise truck leasing nationally. NTLS started national advertising in 1947 with an $18,000 budget, and ran ads in *Business Week, Dun's Review & Modern Industry* and *Wall Street Journal.*

Members of the NTLS in 1958 leased about 15,000 trucks, for total revenues of about $45,000,000. Headquarters of the organization are in Chicago. Martha Dunlap, executive secretary, is in charge of operations.

NTLS's advertising budget last year amounted to $350,000, and the 1959 budget will be just as hefty. Money for the ad kitty is contributed by NTLS members; amounts depend on fleet size and size of cities served. Assessments range from about $500 to $5,000.

THE BIG R—*Ryder System Inc. prominently displayed its trademark with this page ad that appeared in Business Week, Newsweek and U.S. News & World Report.*

■ Of the $350,000, about $125,000 went into print ads in magazines and business publications last year. Magazines included *Business Week, Dun's Review & Modern Industry, Fortune, Newsweek, Time* and *U.S. News & World Report.* NTLS also used *Distribution Age, Meat, Milk Dealer* and *Wall Street Journal.*

The remainder of the 1958 budget went into direct mail, local newspapers and classified phonebook ads. W. S. Kirkland Advertising, Chicago, is the agency.

This year, NTLS will use the same magazines, with the exception of *Newsweek* and *Time*, and with the addition of *Forbes, Management Methods* and *Nation's Business.* It has not been determined what business publications will be used. In addition to NTLS advertising, member companies use direct mail and local newspapers.

■ **Rollins Leasing Corp.**, Wilmington, Del., has been in the truck leasing business for six or seven years. Rollins says it is a "full-service" operator and has agreements with local garages in numerous cities to provide maintenance services. Rollins owns no garages.

The company declined to tell ADVERTISING AGE how many trucks it leases or how much its leasing revenues were in 1958. It is a privately owned company. In addition to leasing and renting trucks, Rollins also leases and rents automobiles.

Rollins has been a national advertiser for seven years but declined to cite advertising expenditures. It uses *Dun's Review & Modern Industry* and the *Wall Street Journal*, and also employs national direct mail campaigns frequently. Walter S. Chittick Co., Philadelphia, is the Rollins agency.

■ **Peterson, Howell & Heather**, Baltimore, is believed to be the largest "net" truck leasing company in the U.S. The company, which became a publicly-held corporation just three months ago, leased 8,000 trucks in 1958 through a network of 350 dealers throughout the U.S.

Leasing cars is the major part of PH&H's business. The company leased 41,000 cars last year. PH&H also will lease any other kind of mobile equipment to business and industry, including executive aircraft.

PH&H has no advertising agency and does no national advertising. It invests about $10,000 yearly in direct mail campaigns in selected markets and in promotion literature. "National advertising does not produce quality inquiries for us," the company said.

Truck Leasing Trends

In these days of high costs, busy executives and short capital, truck leasing has become a vital part of American business and industry.

Although the leasing and rental of trucks is not new in the U.S. (it started in the 1920s), the industry has experienced its greatest growth in the past ten years. The industry reportedly has grown about 15% each year over the last decade. In 1958, the industry grossed an estimated $600,000,000 to $700,000,000.

This revenue was derived from an estimated 200,000 "full-service" and 100,000 "finance" or "net" leased trucks. The industry estimates that 3% of all trucks in the U.S. are owned by truck leasing companies.

■ The most popular type of truck leasing is "full-service" leasing. Under this system, the leasing company provides everything except drivers. This includes such items as fuel, oil, tires, lubrication, maintenance, licenses, insurance, painting and even substitute vehicles in case of breakdowns.

Leasing companies are paid for this service on a single-charge basis, which includes a fixed monthly fee plus a mileage charge. The monthly fee covers depreciation on the units, licenses and other constant costs of operation. The mileage charge covers fuel, oil, rubber and other maintenance expense.

The usual term of a leasing contract is four years. The customer may cancel the lease at any time, but he is obligated to buy the trucks at a predetermined depreciated book value. It is estimated that there are 2,000 "full-service" leasing companies in the U.S.

■ The other type of truck leasing is called "finance" or "net" leasing. Under this arrangement, the leasing company owns the truck but provides the customer with no services. The customer buys his own gas, oil, licenses and other items. He pays the leasing company a flat fee.

Under the "net" leasing plan, a customer operates the vehicle as though it were his own, but ownership of the vehicle never passes to the customer.

■ What are the advantages for a company in leasing trucks under the "full-service" plan rather than owning their own? Following are some of the major reasons advanced by truck leasing companies:

- By leasing trucks, a company releases capital for other business purposes which otherwise would be tied up in a truck fleet.
- Executives are freed for other duties. Such jobs as buying trucks, licenses, gas, insurance, tires and other items are taken care of by the leasing company.
- Costs are known in advance. Delivery expenses can be budgeted in advance because of specific contracts with truck leasing companies.
- Companies eliminate truck maintenance worries. Trucks are completely serviced by "full-service" leasing companies.
- A company can rent trucks for short periods to handle peak periods such as Christmas.

■ Another valuable service rendered customers by truck leasing companies is the development of special vehicles to handle specific jobs. For example, Hertz designed a special truck to haul frozen orange juice in Florida and Georgia.

Major national companies as well as local businesses have become customers of truck leasing companies. Trucks leased by these businesses are painted according to the specifications set down by the customer. #

NBC Denies New Radio Service Is 'Barter'; Independent Group Nears Financial Goal

(Continued from Page 2)

cently left the networks—which are banding together to form their own program service organization. Under the direction of a committee headed by Herbert L. Krueger, of WTAG, Worcester, Mass., these stations have been working on this project for about 18 months and hope to have the service, which will provide 40 hours of programming weekly, in operation by July 1.

■ It will be set up like a press association, with stations paying a subscription fee of 30 times their highest one-time, one-minute rate weekly. The news, public affairs and entertainment programming will be fed to the stations via AT&T lines for use at their discretion. The new program service will not sell advertising; stations will keep all their own time for sale by themselves and their reps.

One of the stations' biggest criticisms of the major networks is that they sell a station's time at a fraction of what the station gets for it at the national spot rate. This kind of competion, some station men insist, is undermining the economics of radio.

■ Stations interested in subscribing to Radio World Wide program service have been asked to sign a letter of intent. When enough signatures are in—25 or so from big stations—the search will begin for a man to head the organization. It is estimated that $2,000,000 to $3,000,000 a year will be needed to finance the service. There are said to be enough signatures in now to provide approximately $1,675,000 annually.

The man who heads the service will decide whether Radio World Wide will set up its own international news department or whether it will buy a service from UPI or AP. And it will also be his job to put together the rest of the schedule. #

Union-Castle, Rodex Coats Appoint Victor A. Bennett

Victor A. Bennett Co., New York, has acquired two more British accounts. The agency will be promoting tourist travel to South Africa via the United Kingdom as a result of a joint appointment by Cunard Steam-Ship Co. and the Union-Castle Line. The program calls for passengers to take Cunard to Southampton, from where they will proceed to Capetown and Durban via Union-Castle. Advertising will be concentrated in *Holiday, National Geographic Magazine, New York Times Magazine* and *The New Yorker.*

W. C. Peake Ltd., English manufacturer of Rodex coats, has also appointed the Bennett agency to handle its advertising in the U.S. *New York Times* fashion supplements, *New Yorker* and *Vogue* will be used.

Frank Moves to Reach Agency

Newton Frank, formerly with Crossley S-D Surveys, has joined Reach, McClinton & Co., New York, as a project director.

It's Ad Industry's Job to Make Educational TV Succeed: Cunningham

(*Continued from Page* 3)

While he confessed that he did not know how the continuing nationwide educational tv service would be established or financed, Mr. Cunningham said his purpose was "to take the problem out of the back corridors of our concern and deposit it out here in the open—and to acknowledge our obligation as advertising people to help solve it."

■ As a mechanism for approaching the problem, he suggested a committee of leading advertisers, broadcasters and educators, "similar in stature to the Hoover Commission."

"It is a task perhaps worthy of a joint committee formed by our own associations—the AFA, the American Assn. of Advertising Agencies, the Assn. of National Advertisers—and the broadcasting associations to face it and to come to grips with it," Mr. Cunningham said.

He said networks and stations and local educational groups have made praiseworthy efforts to utilize tv's educational possibilities. But for budget reasons, and because prime time isn't available on commercial stations, educational programs are off the air at the times when they are needed most—on weekends and in the evening, when people are at home.

In New York, he observed, the Metropolitan Educational Television Assn. operates on an annual budget of $400,000, "which is less than the cost of two Dinah Shore Chevy shows."

Even now, he said, sponsors indirectly support educational tv, since the programs are sustaining, and must be financed from "the sponsors of the Nervous Guns and Joe Revolvers at night."

■ The future of educational tv is particularly uncertain, he said, because of the difficulties faced by uhf, where many educational stations operate.

"To give all our people equal opportunity will require a nationwide, 24-hour-a-day clearance that will reach every television set in the U. S.—either on a single channel or multi-channel basis," he insisted.

Mr. Cunningham spoke of the prospects of a nationwide "Televarsity," offering a college degree to any American who wants it. Courses would be at convenient times for those who must work, and the only inconvenience would be the need to go to a central place in each city four times a year for examinations.

He complained that our collegiate admissions system, as compared with Russia's, seems to have one very serious mechanical defect: "The intake valve is corroded—corroded with privilege.

■ "It admits many youngsters to a college education who sometimes don't want it very much—but who are persuaded to go to college by family tradition, ease of money and social status—a sort of self-perpetuating collegiate class—while college is denied to many minds potentially more valuable to the nation—that are forced to work."

Mr. Cunningham said he expects to make a "continuing nuisance" of himself among advertising people until the educational tv problem is "solved."

But even after countrywide clearance is achieved, he said, there will be a continuing job for advertising and publicity people.

"It must be marketed well to the American citizenry. Its values to the individual and nation must be defined and publicized—at least as effectively as the 1960 Buick.

"Only when television is finally well harnessed to the march of the national mind can we in advertising relax comfortably among our ratings, our westerns, our quizzes and our job of entertaining the masses," he concluded. #

Zachary Joins General Artists

George J. Zachary has been named to the new post of director of tv production of General Artists Corp., New York, talent agency. He will be a liaison between the creative department and the sales force. Mr. Zachary formerly was radio-tv program and production manager of Lever Bros.

No other medium delivers the Columbus and Central Ohio Market like the

Columbus Dispatch

Circulation—Daily: 181,410; Sunday: 241,923

Optional Combination Rate with the morning Ohio State Journal now available
Representatives: O'Mara & Ormsbee, Inc.
Columbus has the buying power... The Dispatch has the selling power
The Columbus Dispatch
OHIO'S GREATEST HOME NEWSPAPER

1959 MODEL

CITIZEN—SERVICEMAN—CONSUMER

This man *and approximately 5,000,000 more servicemen and service dependents* will derive, divide and spend a total of $10,523,000,000 in the current federal fiscal year.

These millions of predominantly *youthful* Americans comprise a consumer market that exceeds hundreds of major metropolitan areas in size. They are stationed throughout the free world, *apart and isolated from the media and mainstream of civilian life*—yet the full force of their economic energy is harnessed by the six globe-spanning, readership-commanding TIMES Armed Forces Publications.

Reach, inform, impel and sell the American serviceman—now! *His income and demand mean immediate profit. His image of your brand will influence his acceptance far into the future.*

It can be done—through the sales promotion power of the top-circulation TIMES Publications, the media that motivate the massive military consumer market.

WRITE TODAY FOR FREE BROCHURE, covering your business or product within this market

ARMY TIMES PUBLISHING COMPANY

2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO
FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings a share 1958	Earnings a share 1957
Armour & Co.[a]	$1,850,438,524	$1,935,743,141	$ 5,559,542[b]	$ 3,370,270	$1.19	$ .72
Firestone Tire & Rubber Co.[c]	1,061,590,801	1,158,884,304	53,751,650	61,692,152	—[d]	7.49
Kaiser Steel Corp.	181,179,192	208,307,615	5,422,271	21,438,507	.76	5.91
Philco Corp.	351,000,000	372,629,000	2,886,000	4,081,000	—[d]	—[d]
Spiegel Inc.	134,841,920	128,265,401	4,998,412	3,539,014	2.76	1.93
Westinghouse Electric Corp.	1,895,699,000	2,009,043,000	74,772,000	72,652,000	4.25	4.18

[a]For 52 weeks ending Nov. 1, 1958, and Nov. 2, 1957. [b]A portion of the 1940 base "Lifo" inventory was liquidated and net earnings for the year were increased by about $1,500,000. Provisions for deferred income taxes decreased net earnings by about $1,056,000. [c]Fiscal year ended Oct. 31. [d]Figure not available.

GB&B Names Sawyer, Bucello

Thomas E. J. Sawyer, formerly with the advertising services department of General Foods Corp., has joined the New York office of Guild, Bascom & Bonfigli as account executive on Best Foods (Skippy peanut butter and Nucoa margarine). Henry L. Bucello, who joined the office a year ago as account supervisor on this account, has been appointed a vp.

Heintz Has Tunies

In a news flash about a national campaign for Tunies, new tuna product of Breast O'Chicken Tuna (AA, Feb. 2), ADVERTISING AGE incorrectly said the agency for Tunies is Robinson, Jensen, Fenwick & Haynes. Heintz & Co. is the agency for Tunies, a division of Breast O'Chicken Tuna; Robinson, Jensen, Fenwick & Haynes is agency for Breast O'Chicken Tuna.

Intermount. Boosts Anderson

Lansdell Anderson, for the past 11 months with the Denver office of Intermountain Network, has been promoted to regional sales manager headquartered in Salt Lake City. He replaces Jack Shapiro, who was recently named vp in charge of the Denver operation.

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
FRanklin 6-6175

Congratulations! You're getting up a lot more signs, Bill!
Thanks, Boss, the field men all like Meyercord "no water" Pressure Sensitive Decal Signs.

MEYERCORD
PRESSURE SENSITIVE
Permanent **DECAL SIGNS**

In 1958 . . . hundreds of Point-of-Sale advertisers adopted Meyercord *PRESSURE SENSITIVE DECAL SIGNS* . . . we predict hundreds more will switch to them in 1959 . . . because

- they'll say "goodbye forever" to decal water application problems . . . the bucket and sponge become obsolete.
- they're easily and quickly applied . . . yet as durable and long-lived as any decal sign ever made!
- experience shows field men "get more of them up."
- this new concept in Point-of-Sale decal signs is the product of Meyercord research . . . a decal sign of proved performance and appearance, manufactured by the world's leader in decalcomania!

FREE: Pressure Sensitive Decal brochure. Write today!

the MEYERCORD co.
Dept. E-201—5323 W. Lake Street, Chicago 44, Illinois

WIN A FREE TRIP TO THE MOON!
SHADES OF MOTHER SHIPTON, JULES VERNE
AND BUCK ROGERS!
VALLEY NATIONAL BANK
"Arizona's Bank"
BY FRIENDLY OFFICERS

REPEAT — *Valley National Bank, Phoenix, finds that fact is catching up with fantasy, but says that its offer of a free trip to the moon, made in February, 1956, is still good—a one-way ticket for a $1,000,000 deposit. The bank's original ad is reprinted at the upper left in this current newspaper ad.*

Sillerman Heads NTA Unit; Farm Implement Maker Adds TV Films

NEW YORK, Feb. 10—The trading in tv film companies and properties, which has been going on intermittently during the past several years, continued last week with two news-making deals.

The first involved a distribution company, Gross-Krasne-Sillerman, that is almost too new to have its own stationery, and National Telefilm Associates. Michael Sillerman, a top executive in Television Programs of America, teamed up with Gross-Krasne a few months ago after TPA merged with Independent Television Corp. Mr. Sillerman became president of Gross-Krasne-Sillerman.

■ According to the agreement, Mr. Sillerman becomes president of NTA's program sales division. In addition, NTA said, All Gross-Krasne tv program properties will be distributed by NTA. In the process the newly-formed Gross-Krasne-Sillerman organization, Gross-Krasne's distribution arm, is in effect absorbed by NTA. Gross-Krasne continues in business as a producer.

The NTA unit will be responsible for sales and distribution throughout the U. S. of the company's films created for tv. Harold Goldman, who had headed NTA's syndicated division, recently was named president of NTA International, a new subsidiary, which will handle feature films in the U. S. and all films abroad.

■ The second film development of the week centered on Springfield, O., where Buckeye Corp. started a diversification program with the formation of a new entertainment division. Buckeye manufactures farm implements.

To get this new division into the entertainment business fast, Buckeye acquired Pyramid Productions, a video film production company; Flamingo Telefilm Sales, a tv distributor, and Essex Universal Corp., which owns the property rights to such tv shows as "Grand Ole Opry" and "O.S.S." #

Wood-Mosaic to Farson, Huff

Wood-Mosaic Corp., Louisville, has appointed Farson, Huff & Northlich to handle its advertising. The company produces wood floors. McCann-Erickson is the previous agency of record.

Anderson & Cairns Adds Mitchum, Drops Masland

Anderson & Cairns, New York, has been appointed by Mitchum Co., Paris, Tenn., to handle advertising for its imported Produits Nina cosmetic line.

Anderson & Cairns and C. H. Masland & Sons, Carlisle, Pa., carpet manufacturer, will terminate their agency-client relationship June 30.

Genest Sells WSMN

WSMN, Nashua, N. H., has been sold by Roland Genest, Manchester, N. H., to a group of 12 Nashua business men incorporated as the 1590 Broadcasting Corp. Following approval by the Federal Communications Commission, the new owners will install Armand E. Bedard, formerly of WOTW, Nashua, as general manager, and D. A. Rock, currently of WSMN, as general sales manager.

New Book Names Reps

Agricultural Equipment Dealer, Chicago, a new bi-monthly to appear in March, has appointed two advertising representatives. The eastern representative is C. A. Larson & Associates, New York; the western representative is Murray Bothwell, Pasadena. The publication is guaranteeing a 26,000 national distribution to farm implement and equipment dealers.

McKim Opens Rep Office

Eugene M. McKim Advertising Representative has opened at 603 Humboldt St., Denver. It will represent the *Colorado Episcopalian*, the *Rocky Mountain Oil Reporter* and others. Mr. McKim formerly was advertising director of *Western Farm Life*.

Nesvig Joins Pyle-National

Elliot M. Nesvig has been appointed vp of marketing of Pyle-National Co., Chicago, manufacturer of electrical equipment for industry and military applications. Mr. Nesvig formerly was sales manager of Jefferson Electric Co., Bellwood, Ill.

Rapidol to Fletcher Richards

Rapidol Distributing Co., New Hyde Park, N.Y., maker of Blensol color shampoo, has appointed Fletcher Richards, Calkins & Holden, New York, to handle its advertising. Dowd, Redfield & Johnstone previously handled the account.

INSIDE . . .

BIG, BOOMING MEMPHIS

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation

OUTSIDE . . .

in the 76-COUNTY TRADING AREA

TOTAL NET PAID CIRCULATION
Combined Daily Circulation 356,433
Sunday Commercial Appeal 255,182
ABC Publisher's Statement 3-31-58
Source: SRDS, 11-15-58
*ABC Audit 3-31-58

76-COUNTY TRADE AREA
702,350 families
2,613,400 population
• 59% of all Families in the 61 Major Towns (Excluding Memphis)
Buy one or both Memphis daily newspapers

To Sell the South--You MUST Sell Memphis!

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Ford's Eggart Sees Firmer Credit Base

BALTIMORE, Feb. 10—Consumer credit in general, and automobile purchasing credit in particular, is founded on a broader and sounder basis than ever before, and an increasing number of people will become sound credit risks, Robert J. Eggart, marketing research head of the Ford Motor Co., told a conference of the Maryland Bankers Assn.

"Nearly 75% of car owners now have no debt on their cars," Mr. Eggart pointed out. "The most persuasive evidence is that delinquencies on automobile loans are only 1% of the accounts outstanding, compared with the prewar 3%."

Mr. Eggart also revealed how to predict whether individuals will purchase automobiles for cash or credit. Persons in the 18-to-24 age bracket with up to $4,000 yearly income account for the highest rate of instalment purchases for new cars. On the opposite end are persons in the over-$10,000 yearly income group and the over-65 group, who have the lowest credit-use rate. In between are the individuals whose credit usage is measured by their liquid assets.

The over-all level of consumer credit is not excessive at present, according to Mr. Eggart, and its relationship to disposable income remains in line with the changing pocketbook of American families. More than one-third of the nation's families have $1,000 or more in liquid assets, which means consumers are now in a much stronger position to assume and repay debt, he said.

KEEP CAR MAKERS OUT, SAY FINANCE COMPANIES

CHICAGO, Feb. 10—The American Finance Conference last week hailed an announcement by Sen. Joseph C. O'Mahoney (D., Wyo.) that he plans to introduce legislation to prohibit auto manufacturers from owning finance companies.

Ford Motor Co. recently announced that it would move into the new car financing field (AA, Jan. 26). General Motors operates General Motors Acceptance Corp., which also finances the sale of new cars.

The conference also urged that the anti-trust consent decree entered against General Motors and GMAC in 1952 be reopened, with such action "aimed at halting GMAC's monopolistic automobile time sales financing practices.

"Establishment of a financing subsidiary by Ford would tend toward elimination of competition in the instalment financing industry, a situation that already is threatened by GMAC practices," the conference said. The AFC is composed of 325 independent sales finance companies. #

Ogilvy, Benson Names Five

Louis Redmond, formerly vp and creative supervisor of Ted Bates & Co., has joined Ogilvy, Benson & Mather, New York, as a copy group head. Ogilvy, Benson also has named Peter Triolo a media supervisor and Edward D. Meyer an assistant account executive, both on the Maxwell House coffee account. Mr. Triolo formerly was with Dancer-Fitzgerald-Sample: Mr. Meyer previously was with Young & Rubicam. Florence Dart, formerly with Young & Rubicam, has joined OB&M as media coordinator, and Dick Goodman, formerly with Grey Advertising Agency, has been named a copywriter.

Cinetarium U.S.A., Gaynes Engineering Name Shaffer

Gaynes Engineering Co., and Cinetarium U. S. A., both in Chicago, have named Shaffer, Lazarus & LaShay, Chicago, to handle their advertising. Gaynes previously was handled by Burlingame-Grossman Advertising, Chicago.

Cinetarium U. S. A. is a new company just being organized in this country. It holds exclusive rights in the U. S. to all products designed and developed by the associate company in Europe. Among the present products is a new motion picture filming and projecting process.

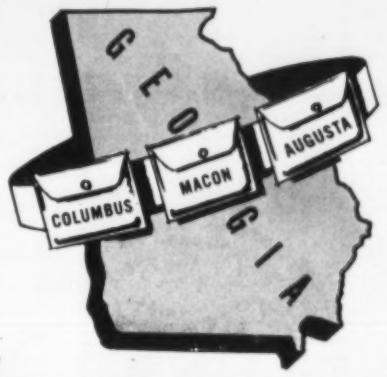
Three Join Brown & Butcher

Brown & Butcher, New York, has made three additions to its executive staff. Les Daniels, formerly with Bryan Houston Inc., has been named copy chief for the Charles Antell division of B. T. Babbitt Inc. Ralph Tassinari, previously with Foote, Cone & Belding, has been named account executive on Glenbrook Laboratories, division of Sterling Drug, and Langdon H. Wesley, formerly an account executive at Wesley Associates, has been appointed account executive on Charles Antell.

NET INCOME?

$1.5 billion in Georgia's money belt

America's first gold rush was in Georgia in 1828. Advertisers, today, are staging another . . . in the Augusta-Columbus-Macon market. "Gold" is $1.5 billion net income. Stake your claim with the Georgia Group. Combination rate; up to 10% savings.



For **penetration** in the Peach State, it's Atlanta **plus**

THE georgia group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

TAMPA-ST. PETERSBURG

. . . market on the move!

85,000,000 boxes of sweet, sun-ripened Florida oranges are on the move . . . by truck, train and steamship . . . out of Florida's rich groves into the North's important market centers. Citrus is big business, with Florida now supplying 70% of the nation's annual output . . . and it's big business for the many growers and packers in the citrus belt around the MARKET ON THE MOVE . . . TAMPA - ST. PETERSBURG.

Capture this thriving, prosperous market with the STATION ON THE MOVE—WTVT—first in total share of audience* with 34 of the top 50 programs. WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET ON THE MOVE . . . TAMPA - ST. PETERSBURG.

**Latest ARB*

Snively Groves, Inc., one of Florida's largest producers of oranges, grapefruit and tangerines.

station on the move . . .

WTVT

TAMPA - ST. PETERSBURG

CBS CHANNEL **13**

The WKY Television System, Inc.

WKY-TV Oklahoma City
WKY-RADIO Oklahoma City
WSFA-TV Montgomery

Represented by the Katz Agency

In Chicago, it takes 2 — you can't get by with less

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to [illegible] even half of your city and suburban prospects.

[illegible] two daily newspapers to reach a majority of the MOST net unduplicated coverage, one of your two Chicago SUN-TIMES!

MEMO
This ad originally appeared in May 1952 and—
in 1959 as in 1952 it still takes 2 in Chicago and one must be the SUN-TIMES

CHICAGO
SUN-TIMES

Feature Section

Advertising Age

'Get It in Writing': Diamond

Armstrong Cites the Visual Pun

Bedell Makes a Revision

Respect: The C. M. Comments

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising . . .

Oftener than Not Advertising Is a Nibbling Process

By James D. Woolf
Creative Consultant

There are some individuals, including certain advertising men, who contend that the general public resents advertising and would gladly see it abolished. Not merely advertising, mind you, that is blatant and untruthful, but *all* advertising.

James D. Woolf

I do not believe the facts support this viewpoint. Consider the experience of the *Reader's Digest*. The *Digest* took no chances. It thoroughly researched this question before it opened its pages to advertising. A large body of readers was asked to vote for or against the *Digest's* carrying advertising. The ayes outvoted the nays by a decisive majority. The circulation of the *Digest* today is at an all-time high; moreover, readers are responding handsomely to the advertisements it carries.

■ Another negative contention is that people don't read advertising any more; at least they don't read conventional advertising. There is such a large volume of advertising today, say these critics, that unless the advertiser goes 'way out to left field for an offbeat gimmick he hasn't a chance of catching the reader's eye and of arousing his interest.

"Look," they cry, "at the average Starch 'Read Most' rating of 2% or 3%!"

I say that people do read advertising, enough of them anyway to make it profitable when it is done intelligently in behalf of a meritorious product.

What advertisers forget, when they take to moaning low over a readership rating of 2% or 3%, is that Rome wasn't built in a day. A rating of 2% or 3%, month in and month out over a period of two or three years, adds up to a lot of people.

■ Let's take, for example, a hypothetical page for a soap product with a "Read Most" rating (by women) of 3%. It has appeared during the same month in *The Saturday Evening Post, McCall's, Life,* and *Ladies' Home Journal*. These four magazines have a total readership of—well, I don't know. But it must be astronomical, because the *Post* alone is claiming currently a readership of 29,000,000. Three per cent of the grand total may be as high as 3,000,000. A lot of folks. Let us suppose further that this hypothetical advertiser runs 12 pages a year, and we arrive at a figure of 36,000,000 readers.

Don't take the above arithmetic too seriously; I don't. What I am trying to say is this: Advertising, oftener than not, is a nibbling process. Said Joseph Katz: "The element of time is the big, underestimated ingredient in advertising. Many a promising product becomes a dust-gathering item on the storekeeper's shelf because the manufacturer expects too much of advertising, because the power of advertising was oversold, because the money ran out before the advertising got half started."

"Advertising," said John Wanamaker, "does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts its irresistible power."

* * *

Mr. Woolf's articles are available in a handsomely bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Learning from the Retail Ads . . .

'Money's No Object with Us'

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

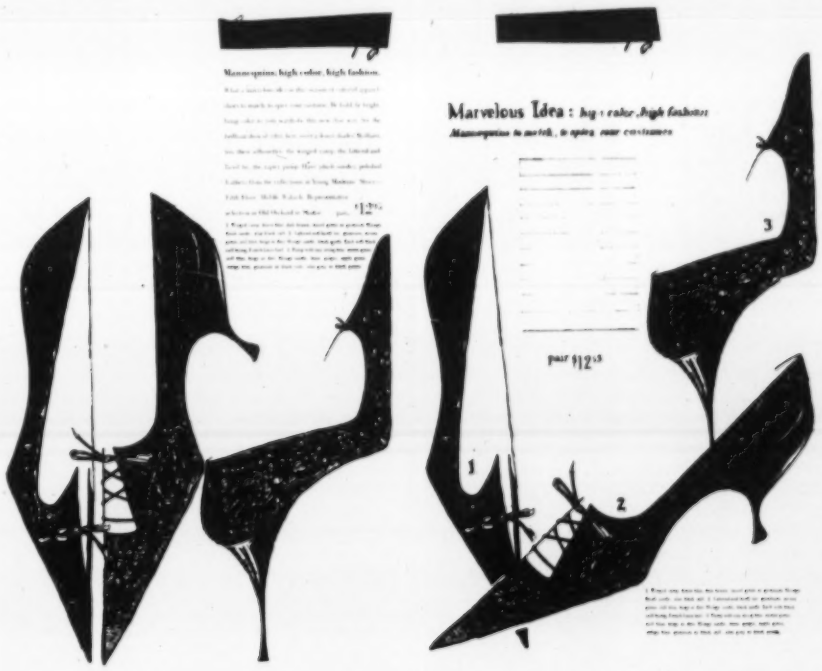
This kind of advertising leads a category I call "Money's No Object with Us." It could also be called advertising that says: "Phooey on the reader. We like to be creative."

Copy and readership research will convince anyone that advertising without headlines is wasteful. The fact that newspaper and magazine editors headline everything is not a quaint whimsy on their part. They do it because it serves readers and the publications both—profitably.

When headings are omitted from advertising, it is, as a rule, a matter of artistic affectation. In effect the advertising creators are saying: "Other people all use headings. We want to be different, so we won't use headings."

There is the same amount of sense in a store's depriving advertising of headlines as there is in depriving one's self of food because the common people eat.

■ My revision at the right is done simply to show how the identical elements in the original can be used to better advantage for the reader and the store—assuming the store ran the ad to tell as many readers as possible as quickly as possible the principal story the ad was bought to communicate, and to achieve as much readership and response as possible. Often, the better a store is merchandised, the more it can waste in weak presentations—and often does.



This ad's headline should suggest "many" colors, or tell how many. Body copy says "over a dozen shades!" The exclaimer suggests the writer knew it was headline material. It is. In a full color ad particularly—when only a few colors can be shown, it is important to get across fast the fact that there are more, or other, colors than those shown.

This ad would do more for its cost too, if it clearly stated whether there are also additional styles of colored shoes in this line. (It probably can't mention other lines because no doubt the manufacturer is footing the bill.) Ambiguity prevents the reader from knowing whether the "plush suedes and polished leathers" referred to in copy are those in the small type descriptions here, or others not shown.

An adman remarked to me that the "new" typographical device of running the first line or two of copy in larger type makes a headline unnecessary. It is a good device in text copy—within the pages of a book. Not new, however, as some of the rare books in my library show: a Valerius Maximus printed in Leipzig in 1503, for instance, and another—Guevara's Familiar Epistolas, Vallodolid, 1539.

Advertising's first purpose (in order to be most profitable to a store) should be to serve the reader to the utmost. There is far greater correlation between (a) the service an ad renders readers and (b) its profitableness to the store, than there is in (a) unconventionality and (b) profitableness to the store.

■ The "artists in revolt" can contend that the revision is not as unusual as the original. That is true. But most stores that sacrifice communication qualities of advertising to achieve the unconventional, still operate conventional stores with entrances, aisles, and floors as easy to negotiate as possible. It is a good idea to be sufficiently conventional in the use of advertising principles to "wring space dry" for value. The most valuable unconventionality is that achieved by imaginative and ingenious or refreshing execution within abiding principles, not by ignoring them. #

Looking at Radio and Television . . .

Commercials: How Wise the Wacky Woo?

By the Eye and Ear Man

A certain stir is being caused by commercials in various parts of the country with reported startling sales results. The commercials have one thing in common. They are completely unorthodox and they violate every fundamental rule.

The most publicized of these commercials are the groups done for Contadina tomato paste by Stan Freberg and his series for Butter-Nut coffee. The Freberg series of assorted commercials is now world-famous. They are the darlings of the disk jockeys and have had half hours of free time devoted to them.

Freberg takes over an assignment from

an advertiser (or his agency) and insists on complete artistic control. He often becomes so involved in a production that he neglects to give the brand name anything but token consideration, if indeed he mentions it at all.

■ There is rarely any claim of brand identification or brand advantages over any other brand. There is not even a claim that the product tastes good or is cheaper. No mention is made of high quality ingredients or sanitary packaging.

Why, then, do these commercials seem to be effective? Simple enough—they emerge above the ordinary and attract attention. A Freberg commercial is a subject of discussion and it arouses curiosity to try the product.

Another reason for the success of this new attack on the apathy of the consumer is that the advertiser uses a saturation campaign in radio to be sure that most consumers will hear the message. This alone will guarantee increased sales.

Unrelated except in its unorthodoxy is a group of five-second blackouts in Washington for Wilkins coffee. They are in television and consist of two hand puppets in a grocery store.

■ One bit of dialog goes something like this:

"Do you handle any other coffee besides Wilkins?"

"Yes, I handle—"

Bang. The grocer is shot dead.

That's all there is to it, but the spots are causing sales and extraordinary comment. Here again all the sacrosanct rules of good advertising are thrown out of the window.

The answer is that they emerge from a sea of good or bad commercials and are different. They breed a good-humored feeling about the product and their low pressure sell is apparently a relief from the "run-down-to-your-grocery-store-today" school.

■ Now then, does this mean that you should throw out the rule book and go in for this kind of approach? *Probably not*. In the first place, your product has got to be awfully good to get away with this. If it is universally accepted, like Jell-O, say, and all you want to do is attract attention to it, this technique is very good.

If, on the other hand, the product is highly competitive and not too well known, it is unlikely that a wacky campaign would do much good beyond the first blush of novelty. It is also possible that a campaign like this would not be able to compete successfully against couponing or aggressive routine advertising.

There is also a colossal danger that what you are doing is highly unfunny. For every clever campaign, there are many thuds. It takes a combination of highly creative people and an advertiser who is responsive, to make a Pie Brosa or a Freberg fantasy.

■ Many of even the best of these are lacking in gutsy sell. It is all right for a short while to be cute, but if you expect to survive beyond the first blush of novelty it may be wise to shift this kind of campaign after the freshness has worn out.

It is unlikely that any of the large scientific advertisers like Procter & Gamble are going to try this cute technique. It is unnecessary if everything else is in balance—and it is a very risky technique. It is rather a smart strategy, and bold for a little brand trying to invade the province of a giant.

It is also worth noting that, in a Freberg-type solicitation, the advertising agency has little or nothing to say about the commercial. This further reduces the function of the agency in a world in which packages of media are commonplace. It is not a reason not to join with an advertiser in hiring a craftsman like Freberg if it augurs well for the brand involved. But an agency can be very nimble in thinking up reasons why it is not the best procedure under the circumstances.

■ In summary, the unorthodox technique should be used discreetly and well to attract attention under certain controlled conditions and with the right brand. Unless strict rules are followed, it could lead to a ghastly disaster. #

The Creative Man's Corner . . .

Writing Unafraid to Be Great

Tread softly past the long, long sleep of kings

There are those who feel that superb writing has no place in advertising; that all one need do is assemble a sufficient number of words proclaiming an advantage in price, or limning a product difference (no matter how insignificant), or proffering a quick remedy or a supposed convenience and one has an advertisement.

We have abhorred the alacrity with which presumably earnest agency men bestow upon a message—no matter how poorly done—the designation of "advertisement," for no reason other than it appeared in the public print or was heard over a loud speaker. We steadfastly believe that any message intended for broad dissemination—or, for that matter, the most private reading (as in a love letter)—merits the marshaling of skill and care in its composition.

Do not dismiss the craftmanship in this advertisement for the British Travel Assn. as being achievable in travel advertising, but not in "product copy." Travel copy can be and to a depressingly enormous extent is as vapid and uninspired as product copy.

Here, however, is an advertisement bold enough to suggest a visit across the main solemnly to contemplate the last end of all men, kings and dictators and readers of advertisements. What more constant and undeniable interest than this? Yet listen to the vibrant and living message:

"This is Henry VII's chapel in Westminster Abbey. These windows have filtered the sun of five centuries. They have also seen the crowning of twenty-two kings.

"Three monarchs rest here now. Henry, Elizabeth and Mary. Such are their names in sleep. No titles. No trumpets. The banners hang battle-heavy and becalmed. But still the royal crown remains. *Honi soit qui mal y pense.*

"When you go to Britain, make yourself this promise. Visit at least *one* of thirty great cathedrals. Their famous names thunder! Durham and Armagh. Or they chime! Lincoln and Canterbury. And sometimes they *whisper*. Wells, Winchester, Norwich and Salisbury."

In the presentations they make to prospective advertisers, there is one item few agencies promise to achieve should they be selected. Yet without it the life of a product—or of a man—is indeed unsuccessful. *Respect*. And writing unafraid to be great helps strongly to achieve it. #

What's Doing on the Legal Front . . .

Litigation Over Avedon Photograph Shows Need to 'Get It in Writing'

By Sidney A. Diamond
Member of the New York Bar

On Dec. 17, 1954, Richard Avedon made a photograph that has led thus far to two complicated lawsuits. Although the litigation may continue for years, the story of what actually happened seems fairly clear from the published reports of preliminary proceedings in the courts. The decisions of two different judges, one in the federal district court and the other in the New York state supreme court, may lead to changes in the methods by which photographers, models, agencies and advertisers do business with one another.

Sidney A. Diamond

Avedon was engaged by Friend, Reiss, McGlone Advertising to take the shot for a Marboro Book Club advertisement. The picture showed (ostensibly) a young married couple sitting up in a twin-headboard bed, both wearing eyeglasses and reading books. It was used in the *New York Times* and *The Reporter* as the illustration for the headline, "For people who take their reading seriously . . ." The female model, of whom more anon, was Mary Jane Russell, at $40 an hour.

The negative, for which Avedon received $500, subsequently was sold for an alleged $200 and used in a bedsheet advertisement placed by C. L. Miller Co. for Springs Cotton Mills in *Ladies' Home Journal*, *Look* and *Promenade*. Some artwork was done on the picture prior to its re-use: The male model was given a beard and the title of the book he was reading showed up clearly as "Clothes Make the Man." The advertisement offered readers a book, entitled "Clothes Make the Man," "on how to write advertisements and other useless information . . . profusely illuminated with rejected advertisements and censored copy." (Both advertisements were reproduced in AA Jan. 19, 1959, Page 102.)

■ Avedon brought suit in federal court for copyright infringement, breach of contract and various other legal wrongs. He claimed that there was a universally recognized custom in dealings among commercial photographers, advertising agencies and advertisers to the effect that the photographer remains the owner of the negative and that the picture may be used only in advertising of the specific client for which it was made. On this basis, re-use of the photograph would have been unauthorized even if there had been no retouching.

The difficulty with Avedon's position is a settled rule of law that, when a photographer is engaged to take a picture for a client, it is the client who owns the negative for all purposes unless the photographer expressly has reserved some rights for himself. In this case, there apparently was no written agreement of any kind between the agency and the photographer; and the court stated flatly that oral evidence of the asserted trade custom could not be introduced to vary the basic legal rule.

When this decision was published in 1956, my comment was that it suggested

Magazine Copy Gets Results When Timed to the Season in each Region . . . Use the LOCALLY-EDITED GRAVURE MAGAZINES

IN ST. LOUIS

the nation's largest 2-newspaper city

THE GLOBE DEMOCRAT

SUNDAY Rotogravure Magazine is the

ONLY TABLOID

Down through the years, the Department Stores in St Louis have placed the great bulk of their rotogravure advertising in the Globe-Democrat . . . proof enough that the tabloid size and the most responsive readership create better results.

MAGAZINE ADVERTISING AT THE LOCAL LEVEL

LOCALLY-EDITED GRAVURE MAGAZINES

12 of the best of the 52 Home Edited, Gravure Magazines by which you can reach any part or all of the nation

- **Akron Beacon Journal**
- **Atlanta Journal and Constitution**
- **Columbus Dispatch**
- **Denver Post**
- **Houston Chronicle**
- **Indianapolis Star**
- **Louisville Courier-Journal**
- **Newark News**
- **New Orleans Times-Picayune, Dixie Roto**
- **Phoenix Arizona Republic**
- **St. Louis Globe Democrat**
- **Toledo Blade**

the desirability of the agency or advertiser getting some form of written document from the photographer, in much the same way that a photographer regularly gets a right of privacy release from a model. If the photographer does reserve some rights, or if the advertiser is restricted in the way the picture can be used, the written (or printed) document will state what the terms are. Litigation can be avoided because the agreement between the parties will be expressed clearly without any need to rely on unwritten custom or usage as the basis for a legal position.

■ Now there has been a preliminary decision in the second lawsuit, which leads to a similar practical conclusion. In this case, the complaining party is the model, Mary Jane Russell. She also relied on trade custom as the basis for objecting to the resale of the photograph but her position, if anything, was even weaker than Avedon's on this point because she had signed a release. Although the release form was short, it clearly covered "the unrestricted use" of the model's photograph by "Avedon, advertisers, successors and assigns." The New York state court judge ruled that this unambiguous language in a written document disposed of any claim based on an asserted custom in the trade. The custom might exist, but the law will not consider any evidence on the subject, since the parties have put their business terms down in writing.

Mrs. Russell had several other strings to her bow, however. The most important was her charge of libel growing out of the changes in the picture itself and the copy in connection with which it was used by Springs Cotton Mills. As summarized by the judge in the New York state court action, this allegedly created the impression that the model "had posed for a bedsheet advertisement portraying a willing call girl waiting to be used by a stranger whetting his sexual appetite." The result, Mrs. Russell claimed, was damage to her personal and professional reputation.

■ Without deciding in advance that this was the necessary meaning and effect of the Springs Mills advertisement, the judge ruled that it was at least possible a jury could reach this conclusion, and that the advertisement under those circumstances would be libelous. Going a step further, the judge pointed out that a release can excuse even libel; but he ruled that the particular release Mary Jane Russell had signed for Richard Avedon was limited to the right of privacy and that she did not give away any rights she might have under the libel laws.

The judge also went into the question of the changes in the picture from a slightly different point of view, and this, too, may have practical significance for the future. He referred to the fact that the form of model release Mrs. Russell signed clearly covered the resale of the picture and its use by a second advertiser. However, he went on, "If the picture were altered sufficiently in situation, emphasis, background or content, I should think that it would no longer be the same portrait, but a different one. And as to the changed picture, I would hold that the original written consent would not apply." In other words, the picture could be re-used to advertise sheets but it had to be the same picture. The printed form released the model's right of privacy only for the picture for which she posed, not for a drastically altered version.

■ The Avedon case shows that the ultimate use of a picture is beyond the photographer's control unless there is a definite written agreement on the subject. The Russell case points up three problems involved in the wording of a model release: The right to re-sell the picture; the right to use it in changed form; and the right to use it with changes and under such circumstances that it libels the model. Indeed, there is a Pandora's box of problems here. The retouching was not done on Mrs. Russell; it was done on the male model. Suppose two separate pictures were used side by side, so that there was no change in the picture covered by the model release? And how much must a picture be altered for it to become "a different one?" Can the model sue for libel because she doesn't like the copy, even if her picture has not been altered at all?

There is a simple lesson to be learned from all this complicated litigation over a single advertising photograph: Get It in Writing! Many people fail to realize that a signed agreement, even if it is on a printed form, establishes a binding set of private legal rules for the particular transaction it covers. The trouble that leads to expensive and time-consuming lawsuits frequently arises only because there was nothing in writing to make it clear just what the parties intended, or because the document they did use was either unclear or incomplete.

■ The cases discussed in this column pinpoint specific areas of potential conflict about the use of advertising photographs. They suggest careful scrutiny of existing forms with the idea that revision may be in order; and they suggest the adoption of standard forms where reliance on unconfirmed oral understandings previously was considered sufficient. #

On the Merchandising Front . . .

Retailers Finally Learn About Stock Shortages

By E. B. Weiss

Over the last several years I've written at least four columns pointing out:

1. That when retailers think about stock shortages they automatically think in terms of *shopper* pilferage.

2. But that shopper pilferage is only a *small part* of total stock shortages.

3. That *employe* pilferage is *several times* larger than shopper pilferage.

4. That employe pilferage is no longer done exclusively by lower-rank employes; on the contrary, it has reached up into pretty high *executive* levels. And here it is done on a *"wholesale"* scale.

E. B. Weiss

5. That poor accounting, poor control, poor management policies, account for a *larger share* of total stock shrinkage than do *both* shopper and employe pilferage (including the professional pilferer) *combined.*

■ I made these points in this column with some regularity because it is obvious that the merchandising programs of a great many manufacturers have been severely hampered by the traditional retail complaint, "We'll be stolen blind if we use that self-service setup." And, of course, the merchant has meant that he would be "stolen blind" by the much-maligned shopper.

As a matter of fact, practically every new non-food category introduced into the food super has had to contend with this retailer's unreasoning fear of shopper pilferage. Therefore, I have tried to arm manufacturers with facts that would enable them to lessen this blind fear on the part of the retailer of being "stolen blind" by the shopper.

■ I believe, therefore, that manufacturers will be delighted to learn that a number of retail leaders are just now becoming aware of the very obvious fact that stock shortages are due only in relatively *minor* measure to the shopper. This discovery came about through two basic avenues:

• 1. Special auditing services have developed in recent years offering retailers newly-developed techniques for uncovering—and correcting the causes of—stock shortages.

• 2. These new auditing services, specializing in stock shortage auditing, have made discoveries in their studies of specific stores that have been shocking. For example, their studies have shown that total shrinkage figures have usually been vastly understated by store controllers—that actual shrinkage is as much as 50% to 90% higher than estimated.

• 3. Their studies have also proved that inventory shrinkage is accelerating; the figure has already become truly alarming.

• 4. And, finally, their figures have proved that the shopper is responsible for a small part of total stock shortages, and that concentration on shopper pilferage has blinded store management to the real culprits.

Indeed, the president of one of these audit services recently remarked that, as a result of all their studies of stock shortages made to date, they were convinced that—and read this carefully—*for every $1 pilfered by the shopper, stores are losing $15 through other causes of stock shortages!*

In other words, if retailers were able *completely* to eliminate shopper pilferage

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson

Some ADs try their hand at 'WORDTHINK'

We've been concentrating in this column on how to think *visually.* For a change, we've asked a few art directors to think *verbally* for you on "How to Look at a Layout." The quotes that follow are offered, not as rigid rules for anyone, but as highly informed opinion. Please be as kind to the ADs' words as you expect them to be to your pictures!

• "The first question I ask is, 'Does the layout flag down the audience?' The second one is, 'Does it help the copy story along'?"—*AD, 25 years' experience.*

• "Layouts are not just for prettying up the words. They should help to convey the message and establish the atmosphere most likely to help sell the product."—*AD, 15 years' experience.*

• "I always try to make space work to *Capture* (attention), *Clarify* (meaning), *Communicate* (message), *Convince* (reader), and *Cinch* (the sale). You can't go very far wrong with the Five 'Cs'!"—*AD, 12 years' experience.*

• "Think of Mr. Micawber. Dickens' words have made him real for generations of readers. But who ever brought him to life more vividly, or more unforgettably, than W. C. Fields, on film? Let the picture work for you."—*AD, 10 years' experience.*

• "Gutenberg didn't do so badly! The 'copy' he was working with was the Bible, yet he managed to make a contribution! Looking over my layouts, I always ask, 'Have I made mine, too'?"—*AD, 23 years' experience.*

OBSERVATION is a fact of LIFE

People with observation are looking around the clock, eager to see and to know and to learn all about what is new, and what is happening right now.

Observation makes bright-eyed people; alert people who see something new and respond to it now. (If you know an observant person, seek him out; he is wonderful company.)

It is no surprise that people who are observant about life look forward to LIFE. They like LIFE. LIFE has their spirit. LIFE seems to regard the fine art of observing as they do; that what is happening, changing, forming, ending, originating is well worth watching.

Observation is a fact of LIFE. Only one, though. And, it may be that the surest way to sum it up is to say that for more than 32 million observant readers, LIFE is everything that's *new* and *now* and in the *present.*

That's why your advertising will perform well in LIFE's pages. To find out more about it, call your LIFE representative. He has all the facts of LIFE.

—they would be eliminating *less than 5% or 6%* of total stock shortages!

■ Yet—and this is what gives manufacturers headaches—it is on this 5% or 6% of total shrinkage that retailers tend to concentrate. And, as a consequence, retailers regularly turn down fixtures, packages, merchandising programs, "because the shopper will steal us blind."

It is becoming increasingly important that retailers comprehend the insignificant role of the shopper in total stock shrinkage. Why? Because retailing simply must go still more self-selection, still more self-service, still more robot.

This is especially true of our giant retailers. It is true, among other reasons, because too few of our giant retailers are, today, low-margin retailers; on the contrary, most of them are high-margin retailers. They must become low-margin retailers. But to do so they must turn still more strongly, to still more efficient methods of self-service, on still more of their total inventory.

In this column, I've stated that the variety chains, the drug chains, the food chains, have become high-margin retailers. Those comments didn't go over well at the time, but I note that in November, 1958, *Chain Store Age* discusses this very situation in its Drug Chain Edition. Its leading editorial is captioned, "The Low-Margin Dilemma"; its leading article is captioned, "Drug Chains Gear for Low-Margin Selling."

Actually, I think *Chain Store Age* is being optimistic. The drug chains have hardly reorganized for low-margin retailing. Their costs are at an all-time high. But it is a fact that the drug chains, the variety chains, the food chains, etc., must learn how to compensate the shopper for taking over more and more of the retail function, which is what she does when she buys self-service. And it is also a fact that these chains must meet their new low-margin competition.

But our giant retailers will not be able to do this unless they develop new techniques of self-service without being held back by ridiculous notions concerning shopper pilferage.

■ In general, retail fear of shopper pilferage has held back self-service. This is one reason I suggested to manufacturers, in one column, that they might get together and organize a real study of the sources of stock shortages.

But whether or not manufacturers do this, it is encouraging to note that retailers, themselves, are being told by authorities that the shopper is responsible for no more than $1 out of every $16 in stock shortages. This should aid some manufacturers who have been persistently blocked by retail fears of shopper pilferage to help the retailer sell more, more profitably, on a lower margin, through modern self-service. #

From an Art Director's Viewpoint . . .

The Visual Pun

By Andy Armstrong

Here are two variations on the Visual Pun, otherwise known as the Irrelevant Interruption, or the Murky Metaphor. They come about through straining for a connection between a fetching picture and a solid copy thought.

Andy Armstrong

The Delco graphic puns on the word *fresh*. It struggles to set up a metaphor between the Steig kid's freshness and the battery's freshness. This, of course, is an extremely narrow bridge, because the kind of freshness shown and the kind of freshness talked about are not synonymous and never will be. Everybody knows a cute and nasty little boy can be fresh, and everybody also knows that a battery, although fresh, cannot be cute and nasty. Approaching it from the other direction—a brand new battery, never used before, is fresh, but the same premise is not valid for the Steig kid.

Which is all nauseously elementary and undoubtedly a great bore to the reader of this column. However, the building of metaphor upon nothing, and the drawing of simile where none can logically exist, are much too common practices in advertising for anyone to assume that these traps are universally recognized among those who make the ads.

■ Delco's message is further clouded by certain elements in the picture. Along with talk of a dry charge, we have water squirting from the fountain—a very wet atmosphere for such talk. Furthermore, the spraying water causes the wet paint of the word *fresh* to run. This is puzzling because fresh paint in gag situations over the last two or three centuries never runs. It sticks. Usually present on park benches in these hilarious plots, it sticks to the seat of the pants, or leaves stripes on other parts of the comedian's person. It is an oil paint, in these traditional gassers, and oil paint does not run when sprayed with water.

These remarks, of course, are captious, too concerned with detail. But they are meant to stress the difficulties an ad, and particularly its picture, can get into when the ad's creator tries to build a story around the Visual Pun. Too often the copy winds up saying one thing while the picture says another. Building both around the same words is seldom enough to keep them from fighting. The longer you tinker with the Visual Pun, the shakier it becomes as a support for the whole idea.

■ General Telephone leans on the same crutch as Delco. Here a telephone company is well seasoned and ready to serve. Well seasoned by experience, probably—although this is never spelled out—and ready to serve more people.

You can hear the gears on this one. They are not synchro-mesh. "Well seasoned, ready to serve" smells out a Visual Pun just as inevitably as Balboa smelled out the Pacific Ocean. When it flashes there, on the conference room table, everybody looks at everybody else with a wild surmise. Such a pat idea, putting telephones on a table! The Irrelevant Interruption. It gets your ad noticed.

But you cannot eat telephones, or a telephone company. So the picture fails to show what the copy talks about, although both are built around the same words. As in Delco's case, all it really shows is a busy-day recipe for meeting an insertion date. First, find a catchy heading, blend with a Visual Pun, then whip together to a gentle froth.

The resulting dish is not very nourishing, but it looks nice. Especially in the artist's or photographer's sample case. #

Employe Communications . . .

Teaming Up Management Functions

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

When representatives of personnel departments and directors of public relations gather in mid-February at the annual personnel conference of the American Management Assn. in Chicago, they will find that AMA thinks the two groups have plenty in common. The first talk is titled "Teamwork in Personnel and Public Relations," and it will be a case study of the program at Champion Paper & Fibre Co., where much has been done to put the two functions under the same cooperative roof.

Champion for several years has taken the stand that industrial relations—or personnel, since most practitioners use the terms interchangeably—and public relations approach the same goal through different channels. Hence, coordination is required, and strong and consistent top management support. The companies that feel this way are still in the minority, not because they are unsympathetic, but because they are uninformed. They feel that industrial relations departments deal with employes and that public relations departments deal with the public, and never the twain shall meet. In the majority of concerns they meet only at the conference table; neither knows much about the functions of the other, and most care less.

■ It is true that some companies have created the post of vp in charge of communications, or industrial and public relations, but these are few. Furthermore a nominal marriage of industrial and public relations is no sign that the merger will work. Champion, observers are well aware, has convinced itself in advance of the practical value of cooperation between these two groups. The management has set up its goals sensibly, staffed its departments properly, budgeted the activities adequately. And the program pays off every hour of the working day. It is this program, which Dwight J. Thomson, Champion's exec vp in charge of personnel and public relations, will describe in detail at the AMA February conference.

The Champion program is not the only topic to be discussed at the AMA meeting which suggests the new teamwork in management functions. At Gould-National Batteries in St. Paul, the company's communicators have long since gathered with the organization's legal advisors so that the labor policies could be intelligently translated to the employe group. J. R. Tench, the company's vp in charge of personnel, is to discuss this program, one which is well regarded in industrial relations circles generally.

■ A few years ago a midwest manufacturing company set up a coordinator of the two functions of industrial and public relations which, up to that time, had gone their independent and largely fruitless ways. In reviewing his first year of progress, the coordinator made an interesting point: "The first six months of our program," he said, "were devoted to getting one department to know the duties of the other department. It took a half year to dispel ignorance that never should have existed. No wonder we had sustained a strike a year earlier which was laid at the company's door throughout the entire community. These two groups had not worked together to avoid it, and when the strike was called, they did not work together to explain it." #

What They Were Saying 25 Years Ago . . .

A resolution passed by the Federation of Citizens Assn., supporting the Patman bill to establish a federal movie censorship commission (AA, Jan. 27, 1934):

"We have pure food laws to protect the physical lives of our people. We do not recognize the right of our grocers to sell our people rotten eggs or a mixed assortment of good and rotten eggs. Similarly, we should not further countenance the moving picture industry or the moving picture houses selling to the public a mixed and unlabeled assortment of rotten, semi-rotten and good pictures.

"The public is entitled to know what it is purchasing, in addition to being altogether protected from pictures which ought not to be allowed under any conditions."

A General Motors booklet reporting a study showing that dependability is the most wanted characteristic in an automobile (AA, Jan. 27, 1934):

"Perhaps the best way to express the general idea is to paraphrase the comment of one motorist who declared that: 'The mental ease of the driver is the most desirable feature that can be built into a car.'

"Or, as still another user wrote, above all he desired 'a companionable sort of a car to which I would feel a growing attachment and satisfaction throughout a long period of usage'."

WANT THE PRODUCT TO SPARKLE?...USE

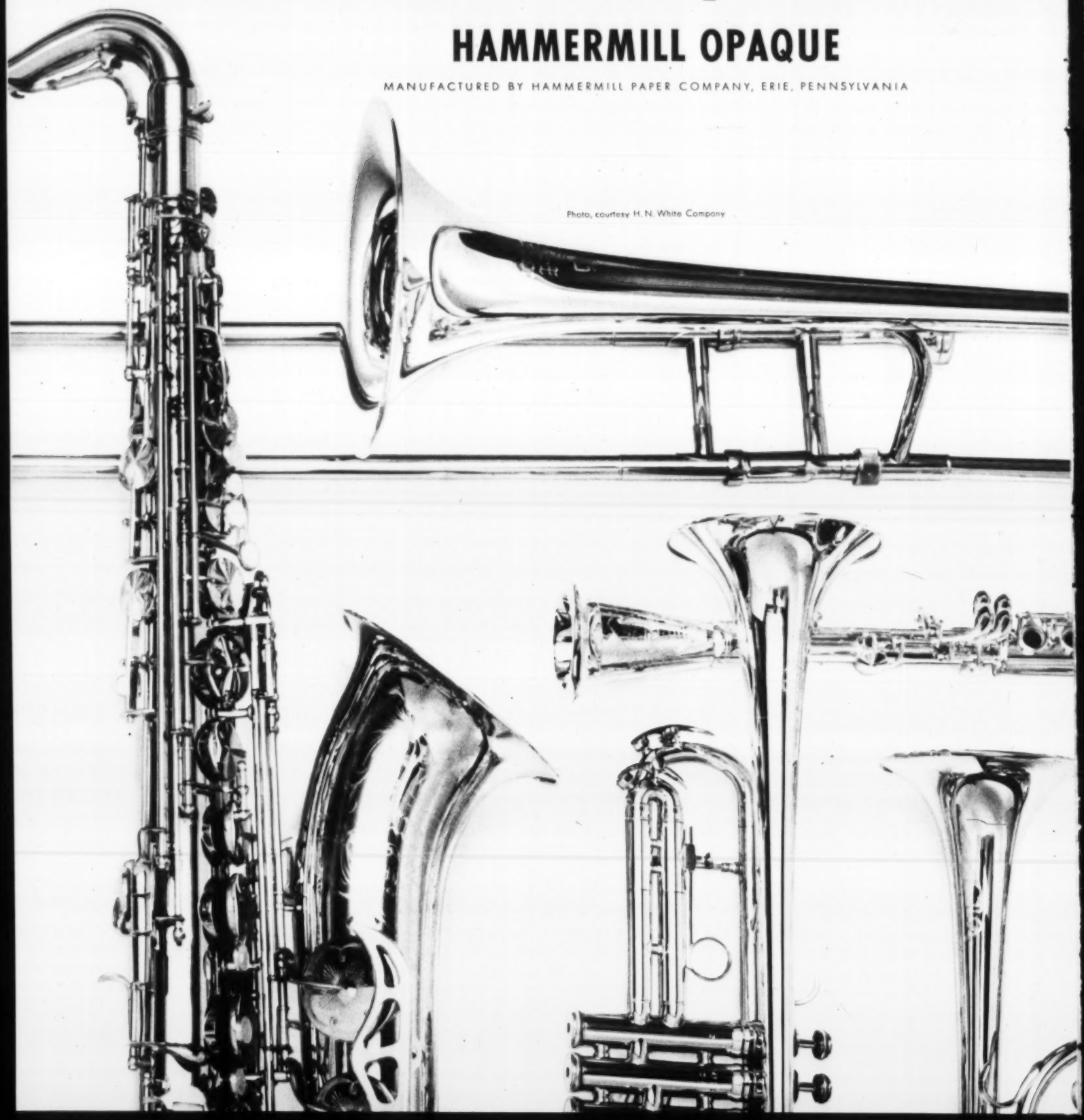
This brighter, whiter Hammermill Opaque lends added brilliance to everything you print... helps you display products with a flourish. Colors sparkle against its exciting white background. Black and white illustrations get crisp contrast, too. Turn the page to see.

HAMMERMILL OPAQUE

COLOR OR BLACK AND WHITE Solids, tones—colors or black and white—all come out clear as a bell on new white Hammermill Opaque. Look at the whiteness. This brilliance breathes life into your printing. You can get the brighter whiteness of new Hammermill Opaque in English, Pearl, Laurel, and Vellum finishes, in a wide variety of substance weights. This specimen printed by offset on substance 70, English finish on a 42x58 two-color press. Sheet size 39x51, 16 up. Speed 3,000 an hour.

HAMMERMILL OPAQUE

MANUFACTURED BY HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA



Photo, courtesy H. N. White Company

1959 AD READERSHIP STUDY SCHEDULES

READERSHIP STUDY CODE
- ST – Starch Readership Reports
- RX – Readex Reader Interest Reports
- GR – Gallup & Robinson Impact Studies
- MS – Mills Shepard Readership Studies
- RF – Reader Feedback (McGraw-Hill Publishing Co.)
- AG – Ad-Gage (Penton Publishing Co.)
- JF – John T. Fosdick Readership Report
- CD – Computer - Dex (Reinhold Publishing Corporation)
- RR – Reader Recall (Hayden Publishing Company)
- CM – Conover-Mast "Readerating"

Individual advertisers may often arrange in advance for special surveys to be made in conjunction with the scheduled studies shown.

Max Berking Inc., Advertising, 562 Fifth Ave., New York, compiled the complete schedule of advertising readership studies planned for 1959 which appears—with permission—on this and the reverse side of this sheet. So far as AA knows, this is the first time a complete tabulation of all planned ad readership studies of general and farm magazines, newspapers and business papers has been put together in one place, for easy reference.

CONSUMER AND FARM MAGAZINES

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
American Home	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
American Legion	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
American Weekly	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Better Homes & Gardens	ST			Mar	Apr	May	Jun			Sep	Oct	Nov	
Boys Life	ST				Apr					Sep		Nov	
Coppers Farmer	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Coronet	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Ebony	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Every woman's Family Circle	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Farm and Ranch	ST		Feb	Mar	Apr	May				Sep		Nov	
Farmer, The	RX Men	17	7,21	7,21	4,18	2	6		15	19			
"	Wmn		21		4	2				19			
Farm Journal	ST	Jan	Feb	Mar									
Good Housekeeping	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Harvard Business Review	ST			Mar						Sep			
High Fidelity	ST	Jan			Apr			Jul			Oct		
Ladies Home Journal	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Life	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
"	GR	26	2, 23	2,23	6,27	4,18	1,15	13	10	7,21	5,26	2,23	7
Look	ST	20	17	17	28	26	23	21	18	29	27	24	8
McCall's	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
"	GR		Feb	Mar	Apr	May	Jun	Jul		Sep	Oct	Nov	Dec
Metro Sunday Comics	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Motor Trend	ST	Jan								Sep			
Newsweek	ST						Eight selected studies						
New Yorker	ST		21,28	7,14						12,19,26	3		
Parade	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Parents' Magazine	ST			Mar							Oct		
Playboy	ST		Feb							Sep	Oct		Dec
Popular Boating	ST		Feb				Jun						
Prairie Farmer	ST		7										
Puck Comic Weekly	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Readers Digest	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Redbook	ST					May				Sep	Oct		
Sat. Evening Post	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
"	GR		7,28	21	4,18	2,16	6,20		29	19	3,17	7,21	5,12
Seventeen	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Sunday	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
This Week	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Time	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
True Story	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– – –	– – –	– – –	– – –
Wallace's Farmer	ST	17											
Wisconsin Agriculturist	ST		21										
Woman's Day	ST	– – –	– – –	– – –	– – –	– – –	Every Issue –		– – –	– –	– – –	– – –	– – –

NEWSPAPERS

Boston Traveler	ST		5	5	2	7	4			10	1	5	
Chicago Daily News	ST			19								17	
Chicago Tribune	ST				14						16		
New York Mirror	ST			26							29		
New York Daily News	ST			12								19	
New York World Telegram & Sun	ST				9						8		
Phila Inquirer	ST	22	26	19	16	21	25	23	27	24	22	19	10

BUSINESS MAGAZINES

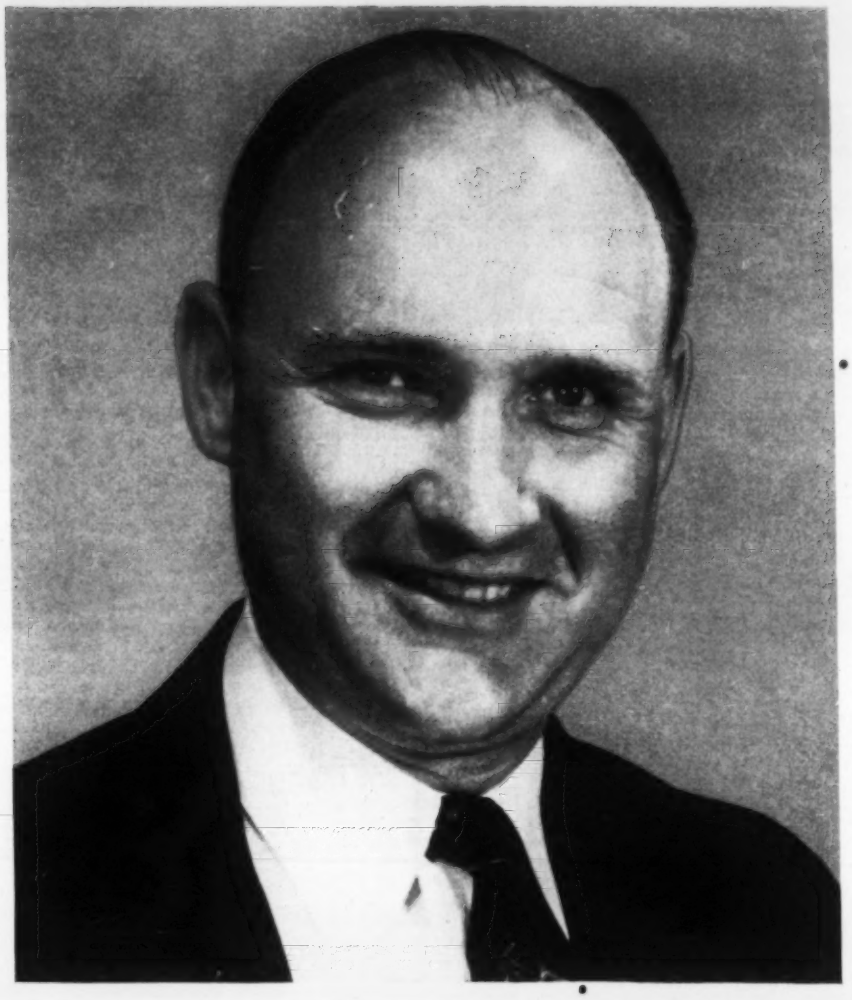
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Adhesives Age	MS			Mar			Jun			Sep			
American Builder	MS	Jan		Mar		May		Jul		Sep		Nov	
American City	ST		Feb			May				Sep		Nov	
American Machinist	RF		9	23	6	18			24	7			
American Motel	RX	— — —	— — —	— — —	— — —	— — — Every Issue — —			— — —	— — —	— — —	— — —	— — —
American Restaurant	RX	— — —	— — —	— — —	— — —	— — — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Automatic Control	CD			Mar		May	Jun			Sep			
Automation	ST		Feb			May			Aug			Nov	
"	AG		Feb			May			Aug			Nov	
Aviation Week	RF		2,9,16,23			4,11,18,25							
Better Bldg Main	RX	— — —	— — —	— — —	— — —	— — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Business Week	ST	— — —	— — —	— — —	— — —	— — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Chemical Engrg	ST	12,26			6,20			13,27			5,19		
Chem & Engrg News	MS†			2	27	18	1	13,27	31				
Chemical Week	RF		21	7		9	20		29			28	
Coal Age	RF	Jan	Feb		Apr			Jul					
Commercial Car Journal	ST		Feb		Apr	May		Jul		Sep		Nov	
Concrete Products	RX	Jan		Mar		May		Jul		Sep		Nov	
Construction Equip	ST		Feb	Mar			Jun	Jul					
Contractors & Engineers	JF		Feb			May		Jul			Oct.		
Const Meth & Equip	RX	— — —	— — —	— — —	— — —	— — — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Control Engrg	RF	Jan	Feb				Jun	Jul			Oct	Nov	
Distribution Age	ST				Apr						Oct		
Elec Light & Power	ST†	1			1				1	15		15	
Elec Const & Main	RF	Jan		Mar			Jun		Aug		Oct		Dec
Elec Merchandising	RF			Mar							Oct		
Electrical World	MS	12*	16	9*,30	13	18*	8*,29	20	31*	21	12	2*,30	28
Electrified Ind	MS	Jan	Feb			May			Aug	Sep			Dec
Electronic Design	RR	7,21	4	18	1	13	24	8	19	30	14	11	23
Electronic Indust	ST	Jan		Mar	Apr			Jul			Oct		Dec
Electronics	RF	9	20	13	24	29		31	7	11			
Engrg & Mining Journal	RF	Jan			Apr		Jun	Jul					
Engrg News-Record	RF	— — —	— — —	— — — One issue each month except January — —						— — —	— — —	— — —	— — —
Factory	RF	Jan	Feb		Apr			Jul		Sep	Oct		
Fleet Owner	MS	Jan*	Feb*		and others								
Food Engrg	RF			Mar		May							
Food Merchandising	ST	Jan				May					Oct		
Foundry	AG	Jan	Feb		Apr			Jul		Sep	Oct		
Hospital Management	RX	— — —	— — —	— — —	— — —	— — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Indus Marketing	ST		Feb		Apr	May				Sep	Oct	Nov	
Iron Age	MS	29	19	12	30	21	11	30	20	10	29	12	17
Jobber Topics	RX	— — —	— — —	— — —	— — —	— — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Machine Design	ST	8	19	19	2	7,28	11	19	20	17	1	12	24
"	AG	22	5	5, 19	16,30	14	25	23	6,20	3	15,29	26	10,24
Machinery	ST		Feb	Mar	Apr	May		Jul		Sep	Oct	Nov	
Mach & Tool Blue Bk	ST	Jan		Mar			Jun				Oct		
Marine Engrg/Log	MS		Feb			31			Aug		Oct		
Material Hndlg Eng	MS	Jan		Mar		May		Jul		Sep		Nov	
Mill & Factory	MS	Jan	Feb			May			Aug		Oct	Nov	
Modern Concrete	AG		Feb			May			Aug			Nov	
Modern Medicine	RX	— — —	— — —	— — —	— — —	— — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Modern Railroads	ST†	— — —	— — —	— — —	— — —	— — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Motor Age	ST	Jan			Apr			Jul			Oct		
National Petroleum News	RF				Specific issues not determined								
Oil & Gas Journal	ST†	5		2	6		1	7		7	5		7
Packaging Parade	ST†	Jan			Apr			Jul			Oct		
Petroleum Week	MS	16	20		24	29		10,31				6,13	
Pit and Quarry	AG	Jan			Apr.		Jun			Sep			
Power	ST	— — —	— — —	— — —	— — —	— — — Every Issue — —			— — —	— — —	— — —	— — —	— — —
Printers Ink	MS	30		13	17	29		31		18	30		4
Product Engrg	RF	26	16	9	27	18	22		10	14	5	9	
Progressive Arch	ST	Jan			Apr	May	Jun			Sep	Oct		
Purchasing	ST	5		30	27		22	6		28	12		21
"	CM		16			25			17			23	
Purchasing Week	RF	5	9	16	20	and others							
Railway Age	MS	19	16	23		11		20	31		12		
Rock Products	RF		Feb		Apr		June		Aug		Oct		Dec
Rubber Age	MS	Jan			Apr			Jul			Oct		
School Executive–Educ Bus	RX		Feb.	Mar	Apr	May				Sep		Nov	
Space Aeronautics	ST		Feb	Mar		May	Jun		Aug	Sep			
Steel	ST	12	16	2,23	6	11,25	15	27	10	14,28	19	9,30	21
Super Service Station	MS		Feb			May		Jul			Oct		
Textile World	RF				Specific issues not determined								
Tool Engineer	JF†		Feb	Mar			Jun			Sep			
Tooling & Production	ST†	Jan			Apr		Jun			Sep			
Volume Feeding Mgt	ST	Jan		Mar	Apr		Jun			Sep		Nov	

Jrnl of Plumbing, Htng & Air Cond.
Mechanical Engineering
Metal Progress
Missiles and Rockets
Motor
Pit and Quarry
Public Works
SAE Journal
St Anthony Messenger
Steel Horizons
Transportation Supply News
Variety Store Merchandiser

Architectural Record
Design News
GP (Amer Acad of Gen Pract)
Indus and Engrg Chemistry
Industrial Packaging
Jobber Product News

† *These magazines also use Eastman Editorial Evaluation Research. Eastman reports do not rate individual advertisements and are not available to advertisers, but these studies deserve special note since they represent an effective effort to improve and maintain editorial readership. Other Eastman clients as of Jan 1:*

* *"Penetration" study only*



"Ad Age is 'required reading'..."

says **PHILIP L. McHUGH**
Vice-President/Television and Radio
Campbell-Ewald Company

"Ad Age's coverage of radio and television, a vital segment of the advertising profession, is 'required reading' for anyone keeping abreast of current radio and television activity."

PHILIP L. McHUGH

A 20-year veteran of broadcasting, Mr. McHugh's background includes both network and agency experience. His first taste of radio came while a student at Notre Dame University, where he wrote, directed and announced programs for the campus station. In 1938, he joined the Columbia Broadcasting System in New York as an apprentice, and within a few months was promoted to associate director on the network's staff. From 1939 until he accepted a commission in the U. S. Navy in September, 1941, he was the director for a score of sustaining radio shows, and also was assigned as associate director on several commercial programs.

After World War II, Mr. McHugh returned to CBS, but in 1950 he switched to the agency business as a radio-tv director at the Tracy-Locke Co. in Dallas. He joined the Campbell-Ewald Co. (Detroit) in 1954, as head of that agency's tv-radio department, and within four months was advanced to vice-president. Outside the broadcasting field, Mr. McHugh's interests include flying and horseback riding.

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1 Year (52 issues) $3

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Wants a Change in Census Language for Regions

To the Editor: I can't believe that I'm the only researcher who finds the Census Geographical Region terminology confusing! New England, Middle Atlantic, South Atlantic, Mountain, and Pacific are all right, but East North Central, West North Central, East South Central, and West South Central always leave me cold and force me to pause and orient myself geographically.

Inasmuch as we always talk about the Southwest and the Northeast, for instance, and never about the Westsouth or the Eastnorth, I would like to start a campaign to change the Census terminology for these four regions to North West Central, North East Central, South East Central, and South West Central. To me this would be much less confusing. Do I have any supporters, or am I the only one who would benefit from this change?

William E. Weller Jr.,
Research Director, The Rumrill Co., Rochester, N.Y.

• • •

On Your Toes, Woolf: 'Planetary Oerrery' Coming

To the Editor: It is not the automobile that is out of control in Andy Armstrong's column of Jan. 26 but rather the critic's imagination. Really, gentlemen, I had no idea your fine publication was in a position to staff itself with an iconoclast specializing in iconography. Isn't this cutting the assignments down to a razor-thin scope and rendering control of the editorial budget a bit sticky?

Mr. Armstrong writes in jest, of course, for if he were sincere, and his conclusions were valid, advertisers would have no choice but to schedule blank pages with "compliments of a friend." We can guess the circumstances. The day was dull and the mind simply defied the discipline required by the task at hand.

Reflecting on it, I guess our ability to discern the puckish vein running through such pieces is all that keeps us from crawling under the bed, too. Wow.

Here is the most amusing aspect of the subject. Though the hourglass is a simple, direct representation of time that is unobtrusive in its message—no eye-patches or other esoteric gimmicks—Mr. Armstrong decries it as a bromidic approach. A forthcoming ad in our campaign will use as a time symbol an "armillary astrolabon," often called a "Planetary Oerrery." We're hopeful of some additional exposure when Jim Woolf gets hold of that one.

C. O. Uren,
Advertising Manager, Fisher Body Division, General Motors Corp., Detroit.

• • •

Kobak: Air Medium Must Face Responsibility

To the Editor: Your Eye and Ear Man usually makes good sense and gives good advice. I was particularly impressed with his Feb. 2 column entitled "Up Ailment Alley with Tube and Jacket."

I hope that every responsible executive in the broadcasting field reads this. I also hope it gets good distribution among advertisers and agencies that are fouling up the airwaves. In the long run, all advertising will suffer. The medium has a responsibility it must face.

Edgar Kobak,
New York.

• • •

Record Readership Gets an Award

To the Editor: Enclosed is photograph of an event of some significance in the life of Frank H. Baur.

Pictured in the photo from left to right are: Edward R. Swem, editor-in-chief, *National Provisioner;* Florence Smart, circulation manager; Mr. Baur, and Lester I. Norton, president, *National Provisioner.*

Swem Smart Baur Norton

RECORD READER—*Frank H. Baur, in the meat industry until retirement 10 years ago, receives a lifetime subscription from executives of National Provisioner in recognition of his 60 years of readership of the publication.*

A lifetime subscription to *National Provisioner* was presented to Mr. Baur by the publisher in recognition of 60 years of continuous readership and subscription to the magazine.

The presentation was made in Mr. Baur's home in Chicago. Mr. Baur is 74 years of age and started his career in the meat industry at Swift & Co. at the age of 14. He was actively engaged in the manufacturing meat industry until his retirement about 10 years ago.

We believe that this is some sort of a record of readership for a single publication. The publication itself has been in existence for 67 years.

Don Fullam,
Promotion Manager, *National Provisioner,* Chicago.

• • •

Psychology Writers Active on Sales Management

To the Editor: The article by L. Mercer Francisco on Page 86 of your Jan. 19 issue is of considerable interest, especially his opening sentence that, to date, the scientific method has not been applied to any appreciable extent to either personal selling or the management of the selling force.

While the number is not large, there has been a steady production of books written by psychologists on both selling and sales management, dating from the work of Dr. A. J. Snow in 1926. I personally have had as my principal activity since 1951 writing and speaking on the psychology of selling, both at New York University and cur-

Chicago typewriters are smoldering, presses are humming, radio-TV stations are booming. The Chicago advertising scene is a busy one.

If you're in the business—if you call on Chicago agencies, reps, broadcasters, graphic arts people—you'll be in the center of this activity at The Sheraton Hotel. On the Avenue, The Sheraton Hotel is the very heart of Chicago advertising.

And, if you need facilities—conference rooms, convention rooms, wining and dining or sleeping rooms—The Sheraton Hotel has just what the occasion demands. Try us...you'll be among friends.

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Michael T. McGarry, General Manager
505 N. MICHIGAN AVENUE

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rently in private practice as a certified psychologist in New York state. My firm, Personnel Development Inc., currently is publishing a series of books on "The Psychology of Selling" and anyone reading these books and seriously examining the bibliography for each chapter would see that considerable work has been done in applying social science to the field of selling and sales management.

We would be glad to demonstrate our accomplishments in this field to any interested marketing personnel.

Harold D. Cash,
Vice-President, Personnel Development Inc., New York.

• • •

Linda's No Pickpocket

To the Editor: Noted Mr. Dolan's letter in your issue of Feb. 2 with a great deal of interest and surprise. Frankly, it never entered our innocent heads at the time the photo was shot that it would look like Linda was picking the pocket of the gentleman in front of her. As you can see from the proof enclosed, our gal Linda is checking

the contents of her purse, *not* the pocket of an unsuspecting victim. However, it takes one to know one, so they say, so we must bow to the superior judgment of Mr. Dolan . . . in 60 screen on newsprint it does look like Linda is rifling the mark's pocket. And if she keeps it up in this obvious fashion, "home" will be Stateville!

The newspaper campaign has thus far been quite successful.

Jerry R. Germaine,
Advertising Department, City National Bank & Trust Co., Chicago.

• • •

'Ad with the Staircase' Attracts Attention

To the Editor: I'm not certain to what degree you would have interest in the attached ad—success stories are not particularly uncommon.

We've had some pretty startling

results filter back here to Janesville. It had only four exposures, as you'll note, but here's what happened:

- We sold three times more units than we had forecast.
- It created phone orders ("... I saw that ad with the staircase...") which is a bit unusual in our business, especially with a $25 product.
- Customers came into stores holding the ad in their hands.
- Our business gift department had several quantity orders, one for 40 from a midwestern manufacturer.
- Our account managers (salesmen) to the man think it's the greatest, and they are our severest critics.
- In one fashionable West Coast department store, women actually came into the beauty salon asking for the same hair styling as the gal in the ad; some others wanted the same hair coloring.

Needless to say, we're pleased with both the ad and the product.

Roger E. Axtell,
Public Relations, Parker Pen Co., Janesville, Wis.

Suffering from N.I.D?.....

If your creative talents are bogged down with a bad case of **NEW IDEA DEFICIENCY.....**

then it's time to inject a transfusion of excitement with a new, proven method of stimulating sales. Whether you are trying to reach millions of consumers for a new product, a new service or to bolster the sales of an established product, a **CONSUMER CONTEST** will do it quicker . . . do it thoroughly.

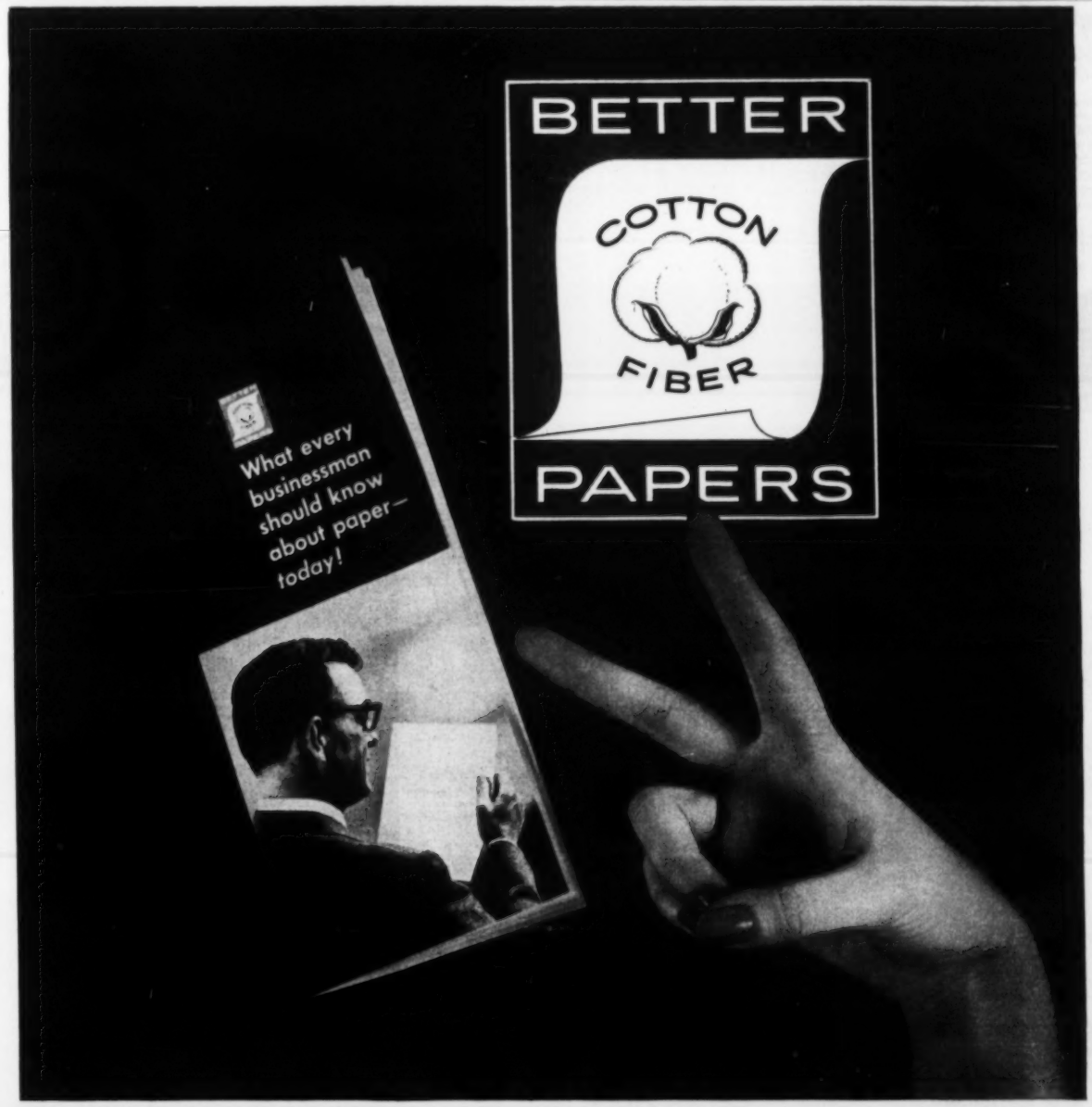
We have been contest consultants for the past 11 years. During that time, we've arranged for over $10,000,000 in prizes to help build sales. Running a contest that really sends sales soaring calls for an idea and a prize structure that will capture the imagination of the public, and the skill and enthusiastic drive to carry the idea through to its successful conclusion.

We can do this for you, as we have done it for many of the country's top-ranking (and smaller) business firms. May we sit down with you and your client to explore this vast field of opportunity? Write, wire or call:

The S. Jay Reiner Company, Inc.

155 Mineola Boulevard, Mineola, L.I., N.Y.
TELEPHONE: Pioneer 7-5300

Eleven Years in Business • Eleven Years of Dependability



Two guides to better paper buying

LOOK FOR the Cotton Fiber "Better Papers" emblem. It is your reference mark for correspondence and record-keeping paper of exceptional *beauty, strength, performance.*

SEND FOR the free Cotton Fiber Booklet—"What Every Businessman Should Know About Paper—Today!" It explains what cotton fiber papers offer *you* in terms of prestige and performance.

BETTER COTTON FIBER PAPERS

©Cotton Fiber Paper Manufacturers, 122 East 42nd St., New York City

BETTER PAPERS ARE MADE WITH COTTON FIBER

LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

College Reports on TV Courses

San Francisco State College reports on its project to study college tv instruction in an 8½ x 11", 76-page book called "Instructional Television Research." In the experiment, four courses were taught to three groups—a control group, an on-campus tv group, and an at-home tv group. Among the conclusions drawn from the experiment, according to the college, was that there were no significant differences in the amount of knowledge gained, relevant to the course, among the three groups. The project was sponsored by the Fund for the Advancement of Education.

Detroit Agencies Merge

Fred A. Epps & Associates and Jack Trustman Advertising Agency, both of Detroit, have merged under the name Epps/Trustman Co. They have moved to a new building at 10324 Puritan.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

Admen Are Not Moral Lepers, Study Shows

PHILADELPHIA, Feb. 10—Admen are helpers and joiners, with a sense of civic duty. They are not the moral lepers they are painted to be in books, movies, radio and television.

So concludes a study, conducted by Dr. Karl H. Stein, assistant professor of marketing at Temple University, made at the request of John J. Kelly, Advertising Week chairman of the Poor Richard Club and head of Kelly Associates, a pr company.

According to Dr. Stein's findings, nearly 65% of the admen polled devote an average of 75.5 hours per year of their own personal services to welfare organizations and their campaigns and 51% of the agencies contacted boasted a 100% employe financial participation.

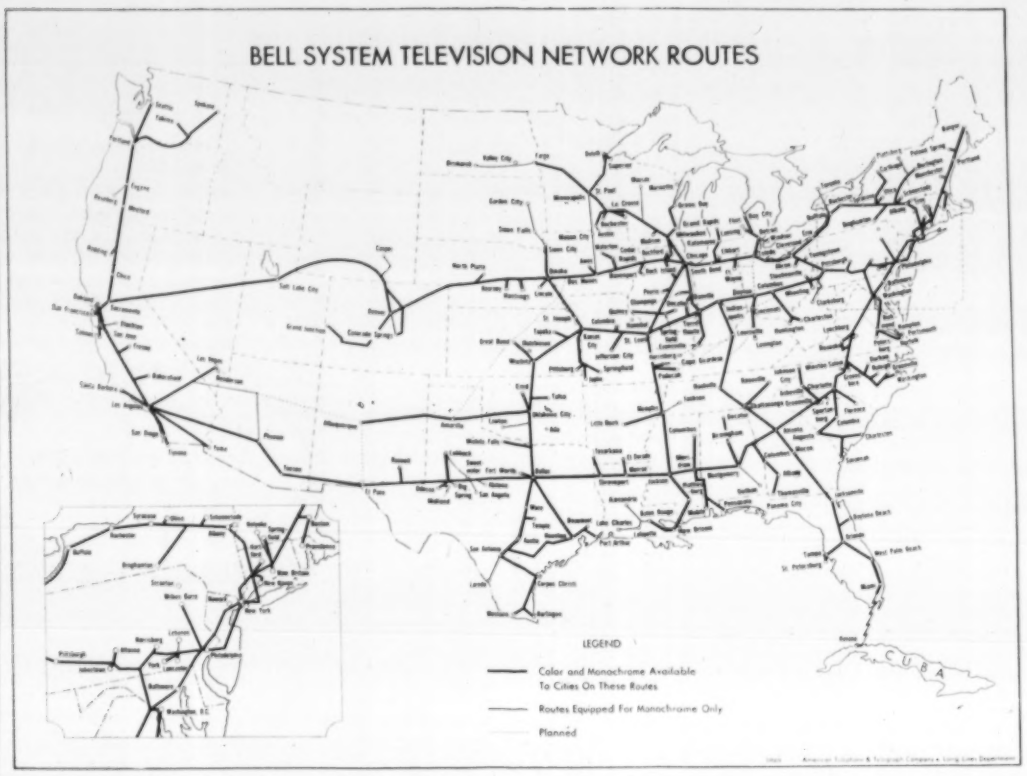
■ Volunteer efforts in behalf of trade and/or professional association activity also scored high with advertising men.

Approximately 73% indicated participation in this field and they averaged 16.8 hours per month. The respondents stated they were members of one or more of the 35 trade and professional associations.

Community-planning and improving agencies attracted 27% participation by admen while 51% stated they rendered educational service such as lecturing to civic or social groups, educational institutions, school boards, PTA's, etc.

Church social work, community welfare, fraternal associations, dramatics, helping the handicapped and political participation were other extra-curricular activities claimed by 36.6% who expended an average of 19.1 hours per month. Furthermore, 34.4% lend or donate personal equipment such as cameras, sporting goods, etc., to charitable and civic organizations.

Mr. Kelly said the study was made to give the public an accurate appraisal of the volunteer contributions made by the advertising profession to the common welfare "rather than the caricatured concept they have been receiving of admen through the twisted genius of a few of the maladjusted." #



EXPANDING—*This is the latest map showing Bell System television network routes—identifying the routes as to color and monochrome, monochrome only or "planned."*

CFAC Elects Officers

Frank M. Baker, vp, Grant, Schwenck & Baker, has been elected president of the Chicago Federated Advertising Club. Other officers elected are Budd Gore, retail advertising manager, *Chicago Daily News*, 1st vp; Mrs. Genevieve Raymond, a catalog advertising supervisor of Montgomery Ward & Co., 2nd vp; James G. Hanlon, public relations manager, WGN Inc., 3rd vp; A. B. Stone, vp, Henri, Hurst & McDonald, secretary, and Joseph J. Hennessey, Sherman-Hennessey Printing Co., treasurer.

AFA Revises Advertising Book

The Advertising Federation of America has revised its folder, "Some Questions & Answers About Advertising." The pamphlet states and answers in simple terms many of the questions which are asked frequently about advertising. Since the eight-page folder was originally issued ten years ago, nearly 500,000 copies have been distributed by AFA. Single copies are available free from AFA, 250 W. 57th St., New York 19. Quantity prices on request.

Magic Hostess Names Agency

Magic Hostess Corp., a division of Rival Mfg. Co., Kansas City, Mo., housewares manufacturer, has named Hirsch, Tamm & Ullman, St. Louis, to handle its advertising. The agency will also handle advertising for two other Rival divisions—National Food Slicing Machine Corp. and Eversharp Food Slicing Machine Corp.

Anderson to Globe-Wernicke

Harry C. Anderson, previously vp in charge of sales of A. B. Dick Co., Chicago, and president-owner of an independent Dick distributorship in the metropolitan New York area, has been named director of market and product development of Globe-Wernicke Co., Cincinnati maker of office furniture and supplies.

Sears Stores Sell Allstate

Sears, Roebuck & Co. has extended sales operations of its subsidiary Allstate Insurance Co. to the 75 Sears stores in Illinois. Late last year Sears stores in Indiana, Kentucky, Oklahoma and Texas began to handle Allstate policies. Sears hopes to have all its stores in the U.S. and Canada handling Allstate by Oct. 1.

Dumas Milner May Absorb 'Jackson State Times'

JACKSON, MISS., Feb. 10—Dumas Milner Corp., maker of a line of household products, is negotiating with the Citizens Publishing Co. here for control of the *Jackson State Times*.

Discussions between the publishing company and Dumas Milner involve an exchange of stock which will merge the daily into the corporation, which makes and nationally distributes products including Pine-Sol, Perma Starch, Mystic Foam and White Wave. R. E. Dumas Milner, board chairman, is also president of Citizens Publishing Co.

A meeting of Milner stockholders has been set for Feb. 23 to consider acquisition of the newspaper, which has a daily circulation of 26,027 and a Sunday circulation of 25,879. #

Tobacco Report Released

The Tobacco Industry Research Committee, New York, has issued its 1958 Report of the Scientific Director, Dr. Clarence Cook Little. It notes that evidence showing the importance of including factors other than smoking in the study of cancer and other diseases "greatly increased" during the year. The report also includes details of the long-range research program developed by the committee, abstracts of 31 research reports and other scientific information.

'Supermarket News' Names 2

Louis Bailey, formerly advertising promotion manager of *Supermarket News*, New York, has joined the advertising sales staff of that publication. David Auch, formerly on the research department staff of Fairchild Publications, has been appointed to succeed Mr. Bailey.

'Briefed' Adds Sponsors

"Briefed," a monthly business news digest, has added the *Philadelphia Inquirer*, Hercules Powder Co., Wilmington, Del., and Potts-Woodbury, Kansas City agency, as sponsors. Sponsoring companies distribute the publication to their own lists.

"Imagin'

me goin' ta collidge!" WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion's share of the audience in the PROVIDENCE MARKET.

WJAR-TV CHANNEL 10
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.

VIDEOTAPE™
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX PRODUCTS DIVISION
CORPORATION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Information for Advertisers

• **Cleworth** has market and media data folders out for three of its publications: *Plastics World*—a four-page folder summarizing editorial, circulation and market coverage. *Maintenance*—a booklet documenting the results of a personal-interview survey made among 20 plants representing diverse industrial manufacture throughout the nation. Data include the names of these plants, the personnel interviewed, their annual maintenance budgets, total number of employes, number and breakdown of their maintenance staff and major maintenance problems. *Modern Patternmaking*—a market study concerning the current and potential use of plastics for patternmaking. It reveals the number of pattern shops now using plastics, number interested in starting plastics departments, percentage of use of various plastic resins, reaction to the use of plastics by both shop personnel and management, and other trends. Copies of any of these studies are available on request to Cleworth Publishing Co., 1 River Rd., Cos Cob, Conn.

• Surveys on advertising repetition by **McGraw-Hill** research department's laboratory of advertising performance have been incorporated in a new 12-page booklet, "It Pays to Repeat Good Advertisements in Business Publications." The surveys show that a good advertisement can be repeated indefinitely and, on the average, will attract as many new readers as it did on the first insertion, plus a number of readers who have seen the advertisement before. Length of time between repeated advertisements does not affect readership. Advertisements repeated at intervals of one month to a year showed no significant gain or loss in readership. For a copy of the booklet write to Walter Persson, McGraw-Hill, 330 W. 42nd St., New York 36.

• From its January issue, **Automation** is offering a reprint of a 16-page report showing how American industries will spend $5 billion for automation in 1959. The facts were unearthed through a study of 17,000 plants by *Automation* editors. Copies may be obtained from S. F. Marino, promotion director, *Automation*, Penton Bldg., Cleveland 13.

• Advertising ranks high with recreation executives as a source of information about prospective purchases, according to a survey report just released by **Recreation**. Titled "Meet Mr. Recreation," copies may be obtained from the advertising department, *Recreation*, 8 W. Eighth St., New York 11.

• **School Shop** now has available a recently-completed survey of the school shop market, which, it states, is the first over-all survey to be made of this $50,000,000 annual market. The 16-page survey shows the amount of tools and equipment now in use in the various areas of the school shop program—auto shop, crafts, drafting, electrical, graphic arts, metalworking, machine shop and woodworking—and the number of each item planned to be purchased in the current school year. General information on the shop teachers and their pupils and purchasing practices are also included. For a copy of the survey write *School Shop*, 330 Thompson St., Ann Arbor, Mich.

• "Sales of Underwear & Socks to College Men," the third in a series of studies surveying the nationwide apparel buying habits of college students, has been issued by **Playboy**. It was conducted by the magazine's college bureau. Copies may be had by writing to *Playboy* college bureau, 232 E. Ohio St., Chicago 11.

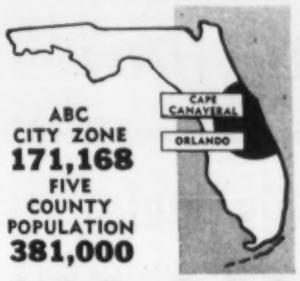
• **KSAN**, San Francisco radio station, is offering a report on a survey of Negro consumers in the San Francisco area conducted by Far West Surveys. The survey reveals among other things, that the Negro consumer spends about 30% of the average family income, which is about $400 per month, in food stores. Copies may be obtained from Far West Surveys, 166 Geary St., San Francisco 8.

• Style, layout, size and location—all factors considered by Americans in buying new homes—are regarded as more important than price, according to results of a modern home survey completed by **Batten, Barton, Durstine & Osborn.** The national consumer study, which checked the home-buying habits of some 2,700 families, further disclosed that the role of the salesman was relatively unimportant in making decisions to purchase. Brand identification, decorated interiors and product display areas all were considered more helpful to prospects than builder salesmen. Results of the study will be available to segments of the building industry the latter part of February through BBDO, 383 Madison Ave., New York 17. #

Johnson Joins Gross, Roberts

Charles W. Johnson, formerly of KYA, San Francisco radio station, has joined Gross & Roberts Advertising, San Francisco, as an account executive.

Gateway to the MOON



ABC CITY ZONE **171,168**
FIVE COUNTY POPULATION **381,000**

100,000
DAILY CIRCULATION

Orlando Sentinel-Star
ASK BRANHAM

$160 Million
On Deposit In Orlando's Banks

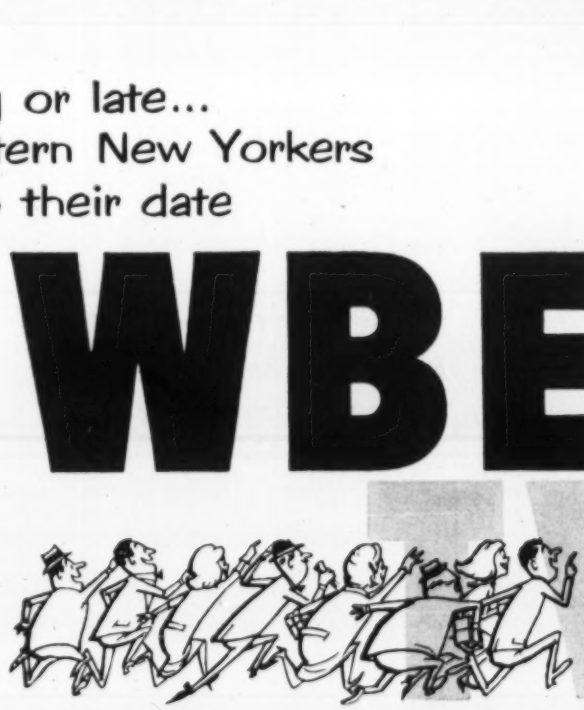
12.4 Pct. Ahead of a Year Ago
$2 Billion Plus

Bank Clearings 8.2 Pct. Ahead

— From Sales Management

early or late...
Western New Yorkers keep their date with

WBEN



NEWS
WEATHER
SPORTS

the highest rated service programs on Buffalo television

Whether it is the 6:27 pm - 6:45 pm time period or the 11:00 - 11:30 pm slot, WBEN-TV NEWS . . . WEATHER . . . SPORTS consistently gets the largest share of audience in Western New York, month after month.

Western New Yorkers are weather-conscious, news-interested and sports-minded. And WBEN-TV is too! Top talent is assigned to present these features backed by crack reporters, seasoned news-staffers and experienced motion picture camera crews.

The results are: locally produced shows of high caliber to attract *loyal and large audiences.*

If you have a sales message to say to the more than 2,000,000 consumers in the WBEN-TV coverage area and are cost-conscious, sales-interested and profit minded, check into the availability of participation or sponsorship of these popular service features.

EARLY		LATE	
Weather	6:27 pm	News	11:00 - 11:10 pm
News—Sports HEADLINES	6:30 - 6:45 pm	Weather	11:10 - 11:15 pm
		Sports	11:15 - 11:30 pm

HARRINGTON, RIGHTER and PARSONS
our national representatives will be happy to furnish all details

WBEN-TV
CBS IN BUFFALO

Your dollars count for more on Ch. 4

"Pepsi-Cola hits the spot"

why was this jingle phenomenally successful?

For the answer, read the most provocative approach to writing in 20 years!

THE ORCHESTRA OF THE LANGUAGE

by ERNEST M. ROBSON

. . ."a new and original contribution to the science of language . . . recommended to all writers who want to increase the emotional power of their writing."

John Caples—Batten, Barton, Durstine and Osborn

How does a jingle catch on? What makes a slogan or a headline memorable? The answer lies in the *sound* patterns of words, in the "music" behind certain phrases that give them a memorable selling impact. John Caples, Dean of Advertising Copywriters, says:

"*The book* **(The Orchestra of the Language)** *analyzes the language of famous ads, slogans and jingles and tells what sound qualities they have in common. Contained in the book are reference tables which enable you to measure the tone-value and striking power of any word.* By using these tables you can eliminate weak words and select strong words."

A NEW SCIENTIFIC APPROACH TO RADIO, TV, PRINT WRITING

The Orchestra of the Language is a brilliant book based on 20 years of research into the science of acoustic patterns, sound imagery and phonetics. By applying these scientific findings to language communication, the author opens a new "sound dimension" for your writing technique. He shows you how to use the "whisper tones" of words—how consonants affect word-tones—how the "timbres" of words make your writing more emphatic. With charts and diagrams he analyzes the writings of three of the greatest communicators who ever lived: Shakespeare, Lincoln and Winston Churchill, and shows you what makes their writing acoustically effective.

No matter what your position in the Communications field: Copy-Chief, Executive or Copy-Cub, you'll find *The Orchestra of the Language* an invaluable storehouse of information on the science (and art) of creating powerful, effective selling language. This book is *not* your "key to success"—it will *not* make you a millionaire overnight—but it *will* show you how to expand and improve your writing style, give your copy a vital, emotional power, a subtle rhythm, an electric feeling of "hitting home." *The Orchestra of the Language* will help you greatly in getting closer to that top salary you want and deserve.

("EVERYONE WHO SELLS SHOULD OWN THIS BOOK") say Paul Mills and Bernard Roberts of Sales Power Company, Sales Communications Consultants.

"The professional salesmen and the writer of creative sales copy will find this book invaluable for ideas on painting powerful and compelling word pictures in their oral and written sales presentations."

TAKE ADVANTAGE OF SPECIAL NO RISK TRIAL OFFER

We're so sure that you'll find *The Orchestra of the Language* an invaluable book that we will make this unqualified guarantee! Simply mail the coupon below for your copy and pay the postman $5.50 (plus C.O.D. charge) on delivery. Study the book thoroughly for 10 days. If you're not completely satisfied, return the book and your money will be refunded immediately. (If you wish, you may mail a check or money order for $5.50 with the coupon and we will pay the postage and handling charges. The same money back offer applies.)

To Your Bookseller, or, **Thomas Yoseloff, Inc., Dept. 2-Y-Y, 11 E. 36th St., N.Y. 16, N.Y.**

Gentlemen: I want ____ copies of **The Orchestra of the Language** at $5.50 per copy. If not completely satisfied after 10 days, I may return the book(s) for complete refund. (To save C.O.D. charges enclose check or money order for $5.50 for each book ordered. Same money back offer applies.)

☐ Payment enclosed ☐ Send C.O.D.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Candy, Gum Makers Boost Budgets

Company	1959	1958	1957	1956
American Chicle Co.	$ 4,000,000	$ 3,000,000	$ 1,500,000	$ 1,500,000
Fred W. Amend Co.	650,000	650,000	600,000	500,000
Beech Nut Packing Co.	1,300,000	1,200,000	1,000,000	800,000
Paul F. Beich Co.	150,000	150,000	150,000	100,000
Blumenthal Bros. Chocolate Co.	300,000	250,000	250,000	———
E. J. Brach & Sons	2,000,000	1,700,000	1,500,000	1,300,000
Brown & Haley Candy Co.	225,000	200,000	200,000	200,000
D. L. Clark Co., The	500,000	450,000	450,000	500,000
Chunky Chocolate Corp.-Schutter	350,000	300,000	195,000	175,000
Crosse, (Lindt)	50,000	25,000	25,000	———
Cracker Jack Co., The	300,000	250,000	150,000	150,000
Curtiss Candy Co.	1,000,000	750,000	757,000	850,000
Daggett Chocolate Co.	225,000	200,000	150,000	150,000
De Met's, Inc.	100,000	75,000	50,000	50,000
Fenn Bros.	75,000	65,000	60,000	61,678
Fanny Farmer Candy Shops	360,000	350,000	300,000	———
Frank H. Fleer Corp.	500,000	400,000	400,000	400,000
Gold Medal Candy Corp.	540,000	480,000	412,000	310,000
Henry Heide, Inc.	350,000	350,000	350,000	350,000
Hollywood Candy Co.	1,715,000	1,250,000	750,000	750,000
Walter H. Johnson Candy Co.	800,000	800,000	750,000	750,000
Kelling Nut Co.	50,000	50,000	50,000	———
Life Savers, Inc.	2,000,000	2,000,000	2,000,000	1,850,000
Loft Candy Corp.	110 000	140,000	293,000	250,000
Mars, Inc.	2,500,000	2,300,000	2,000,000	1,800,000
M & M Candies	1,500,000	1,000,000	650,000	650,000
New England Confl. Mfg. Co.	1,600,000	950,000	400,000	850,000
Nestle Chocolate Co., The	500 000	750,000	700 000	700,000
Pearson Candy Co. (Minn.)	75,000	75,000	66,000	48,000
Peter Paul, Inc.	2,000,000	1,050,000	1,600,000	1,800,000
Planters Nut & Choc. Co.	1,500,000	1,500,000	1,500,000	1,500,000
Reed Candy Co.	460,000	360,000	———	———
Thos. D. Richardson Co.	100,000	120,000	121,000	115,000
Rockwood & Co.	———	———	———	500,000
Sweets Co. of America, The	600,000	500,000	1,000,000	850 000
W. F. Schrafft & Sons Corp.	400,000	350,000	500 000	500,000
Sophie Mae Candy Corp.	250 000	250 000	200,000	244,000
Switzer's Licorice Co.	400 000	400,000	300,000	500 000
Varsell's Candies, Inc.	90,000	10,000	100,000	100,000
James O. Welch Co.	210,000	100 000	150 000	100,000
Stephen F. Whitman & Son, Inc.	1,000 000	1,000,000	1,000,000	915,000
Williamson Candy Co.	300,000	300,000	300,000	300,000
William R. Wrigley, Jr. Co.	? 250,000	9,250,000	8,000,000	8,000 000
Total	$40,385 000	$36,160,000	$31,917,000	$30,111,000

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INCREASED—*Candy and chewing gum manufacturers will boost their ad expenditures in* 1959, *according to a survey by Candy Industry & Confectioners Journal. Shown here are the publication's figures for* 42 *of the industry's advertisers for* 1956-1959. *The* 42 *companies plan to spend* $40,335,000 *this year—an increase of* 11.5% *over the* $36,160,000 *spent in* 1958, *Candy Industry finds.*

8 'Sins' Gall Buyers, Pittsburgh Better Business Bureau Says

PITTSBURGH, Feb. 10—There are about eight "cardinal sins" which account for 91% of all customer complaints, according to the Pittsburgh Better Business Bureau.

The bureau compiled its lists of "sins" from a study of its complaint files.

Heading the customer gripe list is the charge that companies complained about do not fulfill their guarantee or contract. This was responsible for 1,440 or 19% of the 7,667 complaints that piled into the bureau's office during 1958.

■ Ranking second as a major cause of customer dissatisfaction was "failure to fulfill promised adjustments." "Misrepresentation in advertising," on the other hand, placed at the bottom of the top eight as a cause of complaint, with only 318 complaints, or 4.2% of total causes.

The home improvement field leads all other trade groups in producing instances of customer dissatisfaction. Practices within this trade group caused 1,654 complaints to be filed with the bureau.

"Unsatisfactory installation or service" and "failure to live up to the guarantee or contract" were the most common customer gripes.

Magazine sales and subscriptions ranked at the bottom of the top ten, with only 214 complaints. #

N. W. Ayer & Son Adds Three; Hafer, Knight Transfer

Michael Allen, formerly an associate producer with CBS Hollywood, has been added to N. W. Ayer & Son's Hollywood office to work on tv program development. Nicholas I. Orloff, formerly copywriter with Geyer, Morey, Madden & Ballard, Detroit, has joined Ayer's Detroit copy staff, and Sanford C. Reynolds, formerly with Gallup & Robinson, Princeton, N.J., has joined Ayer's New York business development staff.

Meanwhile, W. K. Hafer, formerly in Ayer's business development operation in New York, has been shifted to client service duties in Hollywood. Alwyn W. Knight, formerly with Ayer's Philadelphia copy department, has transferred to Ayer's Honolulu office to head service on the Hawaiian Telephone Co. account.

Ten Win Victor Contest

Owners of the ten oldest Victor Animatograph Corp. 16mm sound-on-film projectors submitted in Victor's 25th anniversary contest have been awarded new Victor projectors in exchange for their old models. All ten winning projectors were of a model made in 1933. The oldest single projector carried the serial number 12005—the fifth one made. All the old projectors were still in working order and in use by their owners.

New Store Audit Group Formed

A new organization has been formed to conduct store audits in test markets throughout the U.S. It is T. A. Ehrhart Associates, 112 E. 31st St., New York. Thomas A. Ehrhart was formerly vp of Selling Research Inc. Associated with him are Edward J. Cookson, vp in charge of production, and Louis J. Babic, director of field operations. Both were formerly with Selling Research Inc.

Carolina Papers Join Rates

Beginning March 1, the *Citizen-Times*, Asheville, N.C., and the *News-Piedmont*, Greenville, S.C., both published by Roger C. Peace, will offer a combination rate card for national advertisers. The move, according to Mr. Peace, will offer the 17-county North Carolina area and the nine-county South Carolina area as a "Carolinas supermarket" coverage area, with a population of 1,011,457.

Guequierre Joins Thiele

A. J. Guequierre Jr., formerly a vp of E. R. Wagner Mfg. Co., has been named to the new post of director of marketing of W. F. Thiele Co., Milwaukee sausage company.

Gulf Names Kernahan

W. C. Kernahan has been appointed manager of direct advertising of Gulf Oil Corp., Pittsburgh, succeeding the late J. A. Burgess. He formerly was supervisor of direct copy and layout.

LARGEST CIRCULATION IN TEXAS!

BOTH DAILY AND SUNDAY

FORT WORTH STAR-TELEGRAM

DAILY
(Morning and Evening Combined)

254,038

SUNDAY

225,297

Source:
ABC Audit Report March 31, 1958

IT TAKES A FORT WORTH NEWSPAPER TO COVER THE FORT WORTH MARKET

. . . 99 WEALTHY WEST TEXAS COUNTIES WITH OVER 25% OF TOTAL STATE INCOME . . . OVER 25% OF TOTAL SALES!

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR.,
President and National Advertising Director
LARGEST CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

Distributors Say They're Ignored in Industrial Ads

CHICAGO, Feb. 10—Industrial advertisers were criticized here last night for failing to promote their distributors in their advertising.

Robert Olson, sales manager of Screw Machine Supply Co., Chicago, and J. J. Badalli, president of Standard Equipment & Supply Corp., Hammond, Ind., unleashed their criticism at a meeting of the Chicago chapter of National Industrial Advertisers Assn.

■ Mr. Olson suggested that all national advertising run by industrial companies should tell where and why products should be bought, and that the ads carry the addresses of the company's distributors.

He described stuffers as a "nuisance" and added that "they are no use at all and should be eliminated." Catalogs should be kept up to date, and a place should be provided on the catalog's front page where a distributor's name could be imprinted, he said.

■ Mr. Badalli said there is an urgent need for good public relations between manufacturers and their distributors. Print advertising by manufacturers should credit the cooperation between the company and its distributors, he said.

Distributors need a better image in the public's eye and this image could be improved if manufacturers would include distributors in their ads, Mr. Badalli said. All promotion literature and stuffers should have a blank space where a distributor's name could be imprinted, he added. #

FLOYD GUNTHER

NEW YORK, Feb. 10—Floyd T. (Ted) Gunther, 51, art director of Bulova Watch Co. for the past 21 years, died Feb. 5 at Mount Sinai Hospital, apparently of a heart attack.

Born in London, Ont., Mr. Gunther attended the Wicker School of Fine Arts in Detroit. He worked as a free lance artist and with the Ross-Roy Studio there for a number of years before coming to New York, where he was a magazine illustrator before joining Bulova in 1937. He retired last fall because of poor health.

He was a member of the Society of Illustrators of New York and the Scarab Club of Detroit. His wife, Elizabeth Gunther, is a fashion illustrator.

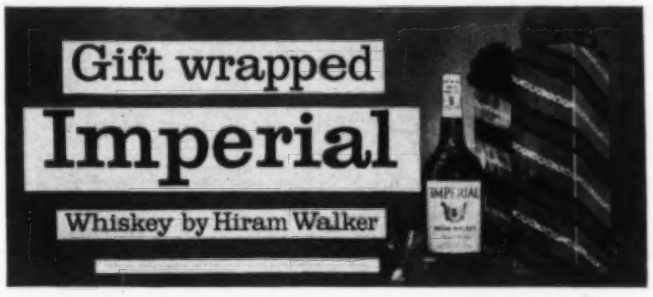
CHARLES L. O'REILLY

NEW YORK, Feb. 10—Charles L. O'Reilly, 73, honorary chairman of ABC Vending Corp., Long Island City, N. Y., and a pioneer in the development of automatic vending equipment, died Feb. 4 at his home here.

Born here, he was as a young man, secretary to Mayor George B. McClellan and later to the board of estimate. Later he became a motion picture exhibitor and operated many theaters in several boroughs of the city. Mr. O'Reilly was a pioneer in the development of automatic vending equipment for both theatrical and industrial use and held a number of patents.

■ He was a former president of the Motion Picture Theater Owners of New York State and the Theater Owners Chamber of Commerce of New York City. He was also a vp and director of Loft Candy Co., and president of New Jersey Industrial Realty Co.

He was a member of the Manhattan Club, Lambs, Motion Picture Pioneers, the Irish-American Historical Society and the Society of the Friendly Sons of St. Patrick.



MEMORABLE—*Ballantine, Rheingold and Hiram Walker took first, second and third remembrance rankings for the four weeks ending Jan. 7 in Daniel Starch & Staff's continuing study of outdoor.*

Ballantine Beer Takes Over Top Spot in Starch Best-Remembered Outdoor Ratings

MAMARONECK, N. Y., Feb. 12—Ballantine and Rheingold beer posters again appeared in the top three best-remembered posters for the four weeks ending Jan. 7, according to a continuing study by Daniel Starch & Staff.

Ballantine moved from third to the top spot during the period with a remembrance rating of 63%. Rheingold followed in the No. 2 spot—its third successive period with second ranking—with a rating of 60%. A poster for Hiram Walker's Imperial whisky climbed into the top ten: with 52% for the four-week period, it reached No. 3.

Others in the top ten on the remembrance scale, and their scores: Del Monte tomato sauce (51%), Hamm's beer (50%), Budweiser beer (49%), Miller High Life beer (47%), Scott tissue (43%), Wrigley's gum (43%) and Amoco petroleum products (42%).

Beer posters increased their edge in memorability in the four-week period as five varieties appeared in the top ten, compared to four for the period ending Dec. 3.

Starch interviews are conducted in 28 urban markets. To facilitate comparison, scores are equated to a uniform No. 100 showing. #

Admen's Average Age at Death in '58 Dips to 60.3

(*Continued from Page* 1)

average age at death of dentists in 1955 was 68.6 years. A study by the American Medical Assn. in 1949-51 shows average age at death for physicians during those years was also 68.6. Figures from the U. S. Health Service for 1957 indicate that 10.4% of total male deaths that year occurred in the 50-64 age bracket.

Again from ADVERTISING AGE obituary files, calculations show that the average age at death of persons in fields allied with advertising—publishing, public relations, etc., was 63.6 years in 1958, compared with 65.5 years in 1957 and 65 years in 1956.

Among prominent persons in other business fields whose deaths were reported by AA, the average life span was 64.4 years—lower than the 66.1-year average in 1957 and the 69.5-year figure in 1956.

Since the ADVERTISING AGE figures are based only on obituaries carried in its columns, they cannot be considered comprehensive or definitive. #

Pollock Leaves BBDO

Bert Pollock, vp of Batten, Barton, Durstine & Osborn and supervisor of the U.S. Steel Corp. account, is leaving the agency after 14 years to become a partner in Jolly Liquors, retail liquor store in Mill Valley, Cal.

SPORTY—*Seagram Distillers Co. salutes the North American ski championship matches at Squaw Valley, Cal., in this color page, which first appears in U. S. News & World Report, Feb. 27, and The New Yorker, Feb. 28. Warwick & Legler, New York, is the agency.*

Electronic Brains to Revolutionize Direct Mail: Chait

CHICAGO, Feb. 10—Development of electronic computers to upgrade the productivity of mailing lists "will, within the next few years, present advertisers with the sharpest and most accurate selling tool available in the entire marketing process," the Mail Advertising Club of Chicago was told here today.

Lawrence G. Chait, president of the New York direct mail agency bearing his name, said that during the past five years, some list suppliers have integrated Census Bureau information with punched card mailing lists.

■ "With the development of electronic computers of an even more sophisticated type, however, we find it will become possible for an advertiser to employ commercially available mailing lists which in effect represent a constantly updated private census of the U.S. and which contain depth information on such essential research factors as car ownership, housing and education.

"Through these new developments," Mr. Chait said, "an advertiser will be able to undertake the kind of pilot testing we have long dreamed about."

Equipment now available, he noted, "can relate both initial and subsequent sales experience to a total mailing list so fast, so accurately and so inexpensively as to provide us with a slide-rule sales tool of unparalleled usefulness."

■ Mr. Chait also identified five components of successful direct mail advertising. These include:

1. "The building of a carefully successful prospect list and the recording of all necessary data about your customer list.
2. "The use of direct mail's person-to-person qualities for the building of an intimate institutional image.
3. "The creation of an atmosphere for repeat business.
4. "The localization of support for salesmen, dealers and distributors.
5. "The launching of new products to the existing customer list."

■ He proposed that "imaginative advertisers put some experimental dollars on the line for a thorough-going test of direct mail's usefulness in their own marketing scheme of things, if they want to capitalize on some new profit-making opportunities."

Specifically, he suggested five industries which might undertake such pilot tests of direct mail: Tobacco, liquor, travel, cameras and housing. "To me, those are the exciting areas of the future in developing direct mail advertising's full potential in the modern marketing process," he said. #

Wilding Elects Hanmer President, Bradfield Chairman

H. Williams Hanmer has been elected president of Wilding Picture Productions, Chicago, producer of business films. C. H. Bradfield Jr., who has been president of Wilding since the death of the company's founder, Norman Wilding, in 1947, becomes chairman of the board, a new position.

Mr. Hanmer joined Wilding in 1934 and has been general counsel and a vp since 1937.

H-R Names Canning

H-R Representatives, New York, radio station representative, has appointed Jack Canning, formerly with Sullivan, Stauffer, Colwell & Bayles, to its sales staff. H-R Television has been named national sales representative of WOI-TV, Des Moines.

AIR POSTAL—*Air Transport Assn., Washington, launches an "air postal" campaign with this ad in Life Feb. 23. Ketchum, MacLeod & Grove is the agency.*

Ads Helped Admiral Sales, Henri, Hurst Dealer Check Shows

CHICAGO, Feb. 12—Henri, Hurst & McDonald says its offbeat campaign last fall for Admiral Corp.'s stereo hi-fi units and remote control-tuned tv receivers paid off big in both sales and floor traffic—and offers some figures in evidence.

The agency's market research department interviewed 200 Admiral dealers in 30 key markets to find out what, in the dealers' estimation, the campaign really accomplished.

Of the 200, 60% reported added sales of stereo hi-fi and remote control tv units that they credit directly to the advertising, the agency reports.

The remaining 40%, the agency says, had not, at interview time, analyzed their sales during the advertising period or were such small retailers that any sales increases were not immediately measurable.

■ As for store traffic, 72% of the 200 dealers stated that an increase in store traffic was directly traceable to the ad campaign. Some dealers, the agency says, also volunteered they noted a gain in telephone inquiries about the advertised products during the campaign period.

The dealers themselves were particularly conscious of the ads, the agency says. It quotes some of them as referring to the ads as "certainly a new approach," "really eye-catching," and "definitely read."

The campaign used big pictures of such off-beat subjects as a three-eyed man, a "Whistler's mother" and a diapered moppet wearing a battered fedora (AA, Oct. 6, '58). #

French & Shields Elects Bayer to Succeed Shields

Frank & Shields, St. Louis, has elected Kenneth J. Bayer president of the agency, succeeding George H. Shields, who has resigned as president and a member of the board for reasons of health. Mr. Bayer formerly was a vp. Other officers elected are Arthur E. Prell, exec vp; Richard B. Stockton, Allan M. Wyman and Richard Winkler, vps; Melvon C. Etling, secretary-treasurer, and L. M. Allen, assistant secretary-treasurer.

Ted Bates Names Two

Bruce E. Crawford, formerly with Benton & Bowles, has joined Ted Bates & Co., New York, as a member of the account group handling Brown & Williamson. Stanton M. Osgood, previously general manager of Paramount Sunset Corp., has joined the Hollywood Bates office.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

BUSINESS PAPER SPACE SALESMAN

We're looking for a tough-fibered creative type man to sell space in highly competitive field. Lots of opportunity and permanence for the right man with solid multiple publisher. Eastern territory. New York Headquarters. Interviews early March. Send complete resume to:

Box 2222, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2366, 202 S. State St., Chicago 4

ADVERTISING SPACE SALESMAN

Midwest sales manager is needed by publisher of solidly-accepted trade magazines. Unusual opportunity for young, aggressive man willing to learn the field, travel a wide Midwest area from Chicago base, and work hard.

Box 2212, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOLENE

Editors .....Public Relations
Copywriters .....Advg. Managers
Artists .....Media .....Production .....Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

TECHNICAL COPY WRITER
PART TIME or CANDLELIGHT

Steady assignments with growing, well established advertising agency for writer with proven ability to communicate product information to electrical and electronic engineers. Excellent renumeration. Opportunity to develop full time staff position with exceptional future. **Phone Whitehall 3-3575, Chicago, Illinois.**

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

ADVERTISING SPACE SALESMAN

Experience preferred. Weekly trade newspaper. Salary, bonus. **Mr. J. Field, 3342 W. Olympic Blvd., Los Angeles 19, Calif. REpublic 1-8821.**

FREE LANCE ARTIST

Good volume available for artist experienced on layout and finished art for trade paper advertisements and industrial bulletins. If qualified, can handle production. Space is available in our office if desired. **Phone Whitehall 3-3575, Chicago.**

ADVERTISING DIRECTOR

Excellent opportunity for man around 40 with experience as an advertising executive in the food or beverage industry. Must be capable of directing all phases of an advertising department including creative planning and follow-through. Minimum salary $25,000.

Furnish complete résumé. Replies held in strict confidence.

Box 410, ADVERTISING AGE
630 Third Ave.
New York 17, N. Y.

SALES PROMOTION MAN

The man we want knows how to take responsibility for and handle details of a Sales Promotion Dept. He can write good sales promotional letters—is capable of making an occasional dealer call—knows a bit about working at trade shows and conventions.

He must live in one of the far western suburbs of Chicago—or be willing to relocate there.

If he wants favorable consideration he will give full details in his first letter including salary requirements.

Box 408
ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ADVERTISING & SALES PROMOTION

Electro-Voice, leading manufacturer of high-fidelity speakers, phonograph cartridges, microphones, and public address equipment, seeks young man (25 to 35) to assist advertising manager on advertising, sales promotion, publicity and public relations activities. Must have technical background (prefer college graduate with EE degree) and be strong on copy. Experience in rough layout, trade shows, and point-of-purchase helpful. Salary open. Live and work in Southwestern Michigan in a small town or live in South Bend, Indiana, 15 miles away. Send full details including photograph and salary requirements to **Everett Leedom, Advertising Manager, Electro-Voice, Inc. Buchanan, Michigan**

EDITOR WITH IMAGINATION

The Merchandising Department of a centrally located major oil company seeks a dynamic, imaginative editor for service station dealer publication. We want a creative thinker—one who can set his own boundaries. Capable of vitalizing our dealer publication and developing stature for filling important openings as they develop in sales, advertising and merchandising areas. Man with editorial experience who has had a job in retail selling preferred. Excellent opportunity.

Box 2250, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OPPORTUNITY IN SUNNY TEXAS

Fast-growing 27 man organization needs contact-copy men. Both must be proven creative copywriters. Must have working knowledge of electronics. Give complete resume, photo and state annual salary first letter. Opportunity to become key men. Many fringe benefits.
Don L. Baxter, President, Don L. Baxter Inc., Melba Bldg., Dallas, Texas.

COPYWRITER—If you know what we mean by "keyed copy"—if you can write it—and if you are able to write good sound hard-sell industrial copy as well, we have a real opportunity for you. Small, very fast-growing Chicago agency. Honest-to-goodness chance to take over No. 2 spot with plenty of responsibility. Salary wide open. Write briefly about your background.

Box 2257, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXCEPTIONAL OPPORTUNITY FOR INDUSTRIAL ACCOUNT EXECUTIVE

The job? Handling a major national industrial account. The agency? Fast-growing 4-A agency with widely diversified accounts. The Man? An expert copywriter, an aggressive, sales-minded contact man. Chemical background with advertiser or agency necessary. Unusually attractive security benefits. Please send résumé, salary requirements.

Box 404, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AD SALES TRAINEE: AVERAGE $5000 TO START

Exceptional opportunity with major Midwest newspaper in advertising space sales for young man, 23-28. College background and sales experience helpful but not mandatory. Liberal car allowance and vacation policy, insurance and hospitalization plans. 5 day week. Exceptional advancement possibilities. This can be start of a lifetime career with unlimited ceiling for personable, ambitious individual. Our employees know of this ad. Please send résumé, including your phone number.

Box 406, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HARPER ASSOCIATES
180 Broadway, N. Y. 38

Personnel Specialists in Marketing & Communications

Mktg. Mgr-int'l consumer	to $30,000+
Advtg Mgr-creative	to $25,000+
Brand Mgr-consumer pkge	to $15,000+
Acct Exec-consumer	to $15,000+
Acct Exec-pkgd drugs	to $15,000
Advtg Mgrs-industrial	$8-$15,000
Publ Rels (3) Corporate	$7-$15,000
Copywriters (7)	to $10,000+

ADVERTISING-SALES PROMOTION
Assistant Manager

Unusual opportunity for ambitious man to join rapidly growing organization, now a leader in its field. Individual desired needs advertising-promotion experience (company or agency) in packaged goods, with emphasis on creative planning and writing of sales promotional materials. Will *immediately* become an important part of aggressive staff responsible for marketing nationally advertised packaged products for the farm. New York Area.

IS THIS THE CHALLENGE YOU'RE SEEKING?

Write Box 405, c/o Advertising Age
630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

ADVERTISING SPACE SALESMAN

Yrs of intensive selling exp consumer & trade in NY & Eastern territories. Familiar with mktg & merchg.

Box 2235, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AVAILABLE

EXECUTIVE SPACE SALESMAN EXCELLENT RECORD IN SALES AND MANAGEMENT. EAST COAST.

Box 2219, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PRODUCTION MAN-AGNCY EXPER.

Self-Starter with technical know-how that has learned how to buy **right!**

Box 2264, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Co-Op Adv. Admin. Do you want more sales-profits. Exp., age 39, coll., fam. man. Wish to locate in So. California.

Box 2260, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONTACT..6 yrs. A.E./A.D.
ART.....12 yrs. seeks growth position
PROD'N.....7 yrs. Agcy or Corp.; 12 yrs.
COPY.....3 yrs. agcy exp.; coll. grad; 38; family; will relocate. Start 9-12M

Box 2261, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HURRAY! TRAVELING TO EUROPE

Young space salesman (5 yr. exp.) desire position on return (Sept.) Mid-western contacts. Could call on European accts.

Box 2262, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE, WORKING ART DIRECTOR

strong on layout and production, desires part time, free-lance spot with agency, advertiser or printer.

Box 2263, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE COPY

Chicago girl (24) has background that includes 1 yr. mail order copy; is now editor large company newspaper.

Box 2255, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL THEATRE EXECUTIVE

Available to reputable agencies to act as your consultant, designer, account man, and Producer to fill an agency void in Client's Sales Communications and Product Presentations on full time or retainer and production basis. Unusual background of Marketing, Theatre, and Industrial Theatre.

Box 2254, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WASTING MONEY BUYING ART?

A man with twenty years experience in Art and Photography in New York and Chicago—A man with a solid background, who knows the business first hand, from creativity to production is available as an Art Buyer to someone requiring this service, & is interested in saving money.

Box 2251, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Key marketing-merchandising exec with top agency seeks greater potential. $15,000+ range. Will relocate.

Box 2647 Grand Central N.Y.C. 17, N. Y.

CREATIVE FILM PRODUCER

Now employed by leading NYC Producer of film-commercials and documentaries. Also broad 4A-agency experience. Will relocate.

Box 2243, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Man, 25, wants to enter publications field (editorial). Newspaper background, hard worker. **A. Greenstein, 4876 San Vincente, L.A., WE 1-6962 or WE 3-5704.**

AD MGR. CONSUMER or INDUSTRIAL

Agency account exec. with 13 yrs. exp., 10 as ad mgr., knows major appliances, air cond., heating, drugs, dairy products. Exp. in chemicals, metalworking, steel mills, electronic instrumentation. Creative, but practical thinker exp. in all facets of marketing. Knows all media & production.

Box 2259, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ambitious, talented, man, 23, creative ability, desires sales career in Buffalo. Food, cigarettes, or related food items. Will substitute experience with extra hard work. I want to put my knowledge to productive use. Complete resume will tell my reasons why I feel I can sell or promote. **Henry J. Kaczanowski, 272 Cable St., Buffalo 6, N. Y.**

S. CAL.—FLORIDA

Yng. single 10 yrs. exp. with small N.Y.C. Ad Agency & Editing wants to relocate in S. Cal. or Fla. Exp. Const. & Indstl. Supplies-Tobacco - Candy-Toys-Novelties. (Now employed).

Box 2258, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

LAYOUTS BY MAIL

Beautifully designed layouts that "sell the goods". Crisp roughs, finished comps. Talented art director associated with top Chicago agency. Exp. blue-chip national campaigns but welcome direct mail, catalogs, or trade ads. Reasonable rates. Speedy delivery.

Box 407, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITERS
Immediate openings.

(A) One job at $9,000, one at $12,000, with Chicago agencies.

(B) Two openings at $8,000 and $9,500 with fine Midwest agency.

(C) One at up to $14,000 with large west coast agency.

Give me a quick résumé of your experience by phone or letter.

Cliff Knoble
DRAKE PERSONNEL, INC.
220 S. State St. Chicago 4, Illinois
HA 7-8600

POSITIONS WANTED

ACCOUNT REPRESENTATIVE

BUSINESS OR CONSUMER publication field. My employment will permit me to meet a publication executive in either New York or Washington within 24 hours and become

IMMEDIATELY AVAILABLE

I have had extended experience on both selling and executive levels handling accounts from Boston to Miami and have earned in substantial five figures. I want to represent an established publication requiring a qualified man to take over a territory or one with an assured potential where I can build and progress toward a better income. New York-Washington area is preferred. Well acquainted in South and aware of it's expanding commerce and industry. No objection to travel. Steady work, intelligent planning and forceful presentation will be delivered. Write or wire the box.

Box 2256, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MARKETING/ADVERTISING EXEC.

Agency Marketing Director seeks advertising, marketing, or research position with industry or agency. Fluent writer. Experienced in dealing with top management in many fields. $12,500 to $15,000.

Box 2244, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXPERIENCED INDUSTRIAL & TRADE

Space salesman with management experience available May 1st. 15 years developing & selling throughout Midwest. References from all former publishers, many accounts and agencies. 41 years old. Definitely interested in future possibilities. Min. req. $14,000 ann.

Box 2245, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR

Young, 10 yrs. Mad. Ave. & small agcy. exp. on variety top accounts knows business & wants change to outfit that also does.

Box 2246, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION SPECIALIST

Idea, man, copywriter, campaign planner, administrator, can sell your product or service all the way from plant to point-of-sale. Heavy experience in all promotion media: direct mail, booklets, sales aids, presentations, etc. Knows what to make of market facts and figures, how to dramatize tangible and intangibles with sharp copy-visual tie-ins. Media promotion background assures familiarity with wide range of consumer markets. Age 32. Degree. Available in low 5 figures, but chance for growth counts most.

Box 2247, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

AGRICULTURAL A. E. or A. M.

Ten years experience with agricultural agency and manufacturer. Ag. Degree. Background in feed, seed, fertilizer and agricultural products. Prefer Chicago area.

Box 2248, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP INDUSTRIAL WRITER

young, with 7 years trade journal and ad agency experience. Wants editorial, PR, or ad mgr. Prefer East. $10-12,000.

Box 2265, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Self starter—Ideas, copywriter plus 10 years all around advertising sales promotion Manufacturers-Agency experience.

Box 2267, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

PRINT BUYER-21 YRS. KNOW-HOW ALL PHASES Capable Creative Exp. Sales Purch. Extm. Hvy. Displ. D.M. Sls. Prom. Prod. Bind. Die Cut.-An Asset to Agcy. or Mfgr.

Box 2268, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

AD MANAGER
DESIRES POSITION WITH ACTIVE COMPANY

Ideal for building products company. Also, have experience in industrial, newspaper and agency. Can plan, present and follow-through ad program. Ads, literature, sales promotion. Will work with management and agency. Age 37, family, M.A. degree. Small city in Midwest. O.K. Box 411. Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING
We handle your employment problem confidentially and effectively.

CREATIVE DIR. 4A Agency, consumer and indust. accts. Capable supervisor.	$15-$20,000
COPY-CONTACT Agency bkgd., agricultural products. Idea man.	$10,000
MARKETING MANAGER For mfr. of consumer products sold through grocery outlets.	$18,000
ACCOUNT EXECUTIVE Acct. Exec. and Assistant to Agency Pres. Exc. potential.	$12-$15,000
MARKET RESEARCH DIR. Mkt. Res. Dir., sales analysis bkgd. For electrical mfr.	$15,000
MARKET RES. MGR. Consumer exp. for Ad Agency. Capable administrator.	$13,000

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

TO INTERNATIONAL DIVISIONS AND THEIR ADVERTISING AGENCIES

Thoroughly competent WRITER offers solid experience preparing and editing advertising matter and instructions in Spanish for the Latin American market — knowledge of other languages — exceptional command of English — broad education — proven capacity to handle technical subjects — imagination plus practical, sales-minded and customer-minded approach — ability to create appealing copy — record of effective collaboration with artists and others. Living near New York City. Would consider relocation, some travel. Box 412, Advertising Age, 630 Third Avenue, New York 17, N.Y.

REPRESENTATIVES WANTED

PUBLISHERS REPRESENTATIVES

NEEDED IN NEW YORK, CHICAGO AND WEST COAST FOR BI-LINGUAL TECHNICAL JOURNAL. WRITE **INTER AMERICAN FOOD INSTITUTE, INC. 1015 METROPOLITAN BANK BLDG., MIAMI, FLORIDA**

REPRESENTATIVES AVAILABLE

For business, trade, industrial or professional publication. We can boost ad revenues for you from the fast-growing, 5-state area South of Phila. A spot you just can't cover properly out of N.Y. City. Our offices are less than 100 mi. from Delaware, 35 mi. from Baltimore, 90 mi. from Richmond, and a few hours' drive from Norfolk and the Carolinas. And our expert staff is uniquely equipped to do a saturation selling job for you. Let us tell you what we are doing for others, and what we can do for you, too.

R. H. Ames Associates
P. O. Box 5073, Alexandria, Virginia

YUGOSLAVIA-Germany-Italy-Russia
Do you need a business rep in Europe?
SALES - PR - ADVERTISING
Box 2249, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EASTERN REPRESENTATIVE AVAILABLE For established audited trade or industrial publication. Can furnish proof of successful sales record.

Box 2266, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

PUBLICATION WANTED

Desire to purchase trade magazine or other non-consumer publication with demonstrated profit record.

Box 2252, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXCITINGLY UNIQUE quarterly in field with high potential. Will place with established firm on no cash, long payout basis. Can show immediate profit. Needs full time management and slight extra capital.

Box 2253, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions, P. O. Box 906, Denver 1, Colorado. Acoma 2-7539.

ZINC, LINE, HALFTONE, CUTS
(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

NOW get saturation coverage on Radio & TV Contest Shows in So. Calif. & West at low cost. Write Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.

Our 48th Year

AE, TRUCKS. Mktg.-minded. Heavy truck exper. in agency. Compatible with sls. managers.	$16-18M
COPY, some contact. Product variety. East.	to $12M
ASST. ADV. & SLS. PROM. MGR., indust. Electronic, metallurgical exper. helpful.	to $10M
LAYOUT ARTIST, midwest agency.	to $9M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY **COMMERCIAL**
CONVENTION **INDUSTRIAL**

WANT LEADS?
For Correspondence Schools, Agents, Florida Real Estate, etc.
We are advertising specialists who can get you high quality leads without any investment on your part. You pay us on a per-lead basis only.
Write Dept. SL, School Leads Corp., 11 E. 47th St., New York 17, N. Y.

BUSINESS OPPORTUNITY
For Manufacturers of Building Products and Equipment

Available: every-month contact with the *building teams* who will design and build $37.5 billion volume of schools, shopping centers, skyscrapers, industrial plants and other *big buildings* in 1959.

BUILDING CONSTRUCTION ILLUSTRATED—the *only* publication *exclusively* reaching the contractor-architect-dealer BUILDING TEAMS that specialize in construction of important non-residential buildings. *60% of BCI's contractor readers offer complete "package construction service" (including design).* Highly-illustrated on-the-job reports on new methods for constructing these important buildings.

Every reader an immediate force for the specification purchase and use of your building product . . . no waste circulation.

Write for free brochure

BUILDING CONSTRUCTION *Illustrated*
Industrial Publications, Inc.
5 S. Wabash • Chicago 3
FRanklin 2-6880

More Pages of Advertising Are Placed in Missile Publications By Roark & Colby Than By Any Other Agency

Roark & Colby Advertising, Inc.
44 E. Ontario • Chicago • Whitehall 4-2580

A GOOD JOB IN CHICAGO (COPY)

The post of creative supervisor in the Chicago Office of a leading agency awaits the man who can convince us that he's all of these things: an outstanding writer of print and broadcast copy—mature, stable—a capable administrator — strong without being dictatorial—orderly without being doctrinaire. His tenure will be secure and rewarding. We'll welcome reply and résumé. All replies will be kept confidential.

Box 409, ADVERTISING AGE
630 Third Ave.
New York 17, N. Y.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

TV-Radio Director FLORIDA

We want a man who can create and direct production of TV-Radio Commercials produced within agency. Age no factor. Experience, creative ability, technical knowledge and cooperative attitude mandatory. Excellent working conditions, beautiful south Florida coast city. Salary not like East, but enough for you to live mighty well in Bradenton. We want to fill this position quickly. Send résumé, etc.

William M. Beckley
John L. Douglas and Associates, Inc.
1101 29th Avenue West
Bradenton, Florida

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

EMPLOYERS!
We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers
NO FEES CHARGED
Workers or Employers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

SPOOF—*Like Granny Goose Foods (AA, May 12, '58), Aldan Rubber Co. uses off-beat photos to illustrate points in its "report"—for Aldan, a 50th anniversary special. Lavenson Bureau of Advertising, Philadelphia, prepared the Aldan effort.*

Publish Rate Cards—Use 'em, Stations Warned

(*Continued from Page 3*)

there's no reason it should cost him less money to do business than me—even if he makes it in the back room," Mr. Rich asserted.

■ The agency man said he had found that in many instances the stations that offer local, regional, and other rates do not publish them. (Editor's note: The Benton & Bowles survey of 350 tv stations found about 60 which said they had a dual rate.) This, Mr. Rich said, gives the stations opportunity to wheel and deal, embarrassing the advertising agency and the representative and upsetting the manufacturer when he finds out that one of his competitors is getting a lower rate than he.

"These doubts that stations are engendering among advertisers as to the value of a particular advertising vehicle in relation to competing advertisers is creating an unwholesome and dangerous spirit of distrust and suspicion that may well be almost impossible to overcome. That is, if the stations continue this practice regardless of the controversy created," Mr. Rich said.

Mr. Rich, who is now crusading for a single rate on tv, commended the radio stations that have recently switched to a single rate and he voiced hope that the young tv industry would not let itself become enmeshed in the problem of rate differentials.

■ "In weighing the pros and cons of differing rate structures, I can only hope that they (broadcasters) will not be guided solely by present conditions, but that they will analyze and explore this problem in terms of long range potential.

"There is, however, one specific thing they must do and they must do it quickly. They must establish a firm and complete rate card. An advertiser will then be in a position to be able to determine definitely how much value he is receiving for his dollar and also exactly what his competitor is paying for the same advertising.

"If station owners still feel they must establish a rate differential, these various rates must be published for all to see and it must be clearly defined as what particular kind of advertiser or agency qualifies for these lower rates.

"Thereby, any advertiser will know exactly where he stands. He will know that certain types of advertisers enjoy certain advantages that he cannot secure. Knowing this important fact, he will then be in a position to accept this condition or be privileged to adjust his advertising usage in a particular market so that he may attempt to overcome this disadvantage, if he so wishes," Mr. Rich continued.

■ George Armstrong, of the Storz stations, agreed with Mr. Rich that all stations' rates should be published and circulated so that advertisers, agencies and competing stations will know precisely what they are. But Mr. Armstrong is convinced that the dual rate system is here to stay for a while, at least in radio in the top 50 markets.

A successful radio station in a major city has a heavy volume of business in both the retail and the national category, he said. Such a station, he added, does not want to cut its national rate; it also is reluctant to go to retail customers and ask them for an immediate 20 or 30 or 40% increase. Gradually retail prices may be eased up to the national level over the next five to ten years, he suggested.

In the meantime, Mr. Armstrong advised broadcasters to:

• Devise a set of qualifications for local and national rates (Storz did this about a year ago). If your station has a double rate policy, publish the local as well as the national rate in Standard Rate & Data.

• Circulate the rate information and the station's policy on local and national definitions to advertisers, agencies and other stations.

• Drop your rates if you are consistently selling below the cards and then stick to whatever rates and local-national definitions you set up.

• Ask the National Assn. of Broadcasters or the Station Representatives Assn. to formulate a standard of practices to cover this area, including a guide as to suggested qualifications for local and national rates. #

ADVERTISING IN FRENCH CANADA
publicité promotion relations humaines
publicité Huot LIMITÉE *advertising*
353 ST-NICOLAS
MONTREAL CANADA
MEMBER CAAA

White Hits Singer Charges

Edward S. Reddig, president of White Sewing Machine Corp., Cleveland, has demanded, in a wire to Singer Mfg. Co.'s president, Donald P. Kircher, that Singer exclude White's name from a list of companies Singer alleges are infringing on Singer patents through machines imported from Japan. The charges are contained in a Singer complaint filed with the U.S. tariff commission Jan. 15. White denies it has ever made or imported machines that infringe on Singer's Patent No. 2,832,302 on automatic zig-zag sewing machines.

Inland Homes Names Beard

Inland Homes Corp., Piqua, O., has appointed Lew Beard Jr. advertising and sales promotion manager. His duties include direction of Inland's builder-dealer sales promotion and ad programs in a 25-state marketing area. Prior to the appointment, Mr. Beard was assistant ad manager of Thomas Industries, Louisville, Ky.

'Herald' Offers Bulk Rates

The *Herald*, New Britain, Conn., has issued a new rate card—No. 26, effective April 1—offering national advertisers bulk and frequency discounts providing rates as little as 11% above the lowest retail rate. The flat line rate is 18¢ on the new card, compared with 16¢ on the previous card.

Frugal way to get your message into the hands of over 158,000 marketing men and women. Try a classified ad in Advertising Age. IT PAYS!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles, Calif.

Rural Electric Co-ops Mull Over National Advertising, PR Campaign

(Continued from Page 1)

the mechanics of the public relations-advertising program were outlined before 7,000 electric co-op convention delegates here earlier this week by Earl Hodgson, president of Aubrey, Finlay, Marley & Hodgson, Chicago. Under the plan, the agency would enter into a contract with NRECA headquarters and would provide materials for local activity by state and local co-ops, as well as a schedule of national advertising to tell the co-op story to the voting public.

Because the deal hinges on participation of individual state co-operative groups and their members, only the first moves had been pinned down by the time the convention ended.

■ Without dissent—and with considerable show of enthusiasm—delegates representing the 950 member systems put through a resolution calling on NRECA's board of directors to go ahead with the planning of an appropriate "silver jubilee" celebration for 1960, which will "effectively focus attention" on the achievements of the rural electric co-op movement.

Under the resolution, however, the board of directors cannot go into the silver jubilee program until it has assurance that it will be self supporting. To this end, there was discussion here of a "Silver Dime for the Silver Anniversary" drive to finance the jubilee with a 10¢ contribution from each co-op for each of their 4,000,000 members.

■ Even if NRECA is able to enter into an agreement with Aubrey, Finlay, Marley & Hodgson for the "silver jubilee" promotion, the question of the long-range "public relations pool," and the national public relations advertising program would still remain unsettled.

While there have not been any specific figures released on the amount of advertising and public relations work carried on by electric co-ops, officials of the association say it runs into the millions of dollars. Some of the state groups already use local advertising agencies, so association officials must still determine whether these state groups will join in a "pool," or whether enough other states will participate "to keep the pool filled."

■ The need for a counter-offensive to rally public support for the electric co-op program was out in the open from the moment the 7,000 delegates began meeting early this week.

In his opening remarks, John M. George, NRECA president, admitted some co-ops were having trouble within their own ranks. "At present more than 50% of our members are not fulltime farmers," he pointed out. "Most of these people do not know about the rural electrification program or why it is necessary."

■ During the same session, Clyde T. Ellis, NRECA's general manager, said the plan worked out by AFM&H looked like the right answer. Up until now, he said, the fatal flaw has been the necessity for starting "full grown." Under this plan, he said, the program can be born "baby size," yet the association would have the services of a nationally-recognized agency which is already being used by Illinois Farm Supply, International Harvester and many others operating in the farm market.

■ For the panel on the public relations program, the opening "pitch" was offered by Earl L. King, manager of the Iowa Rural Electric Cooperative Assn., who reported that 50 co-ops in his state were already spending at least $250,000 a year.

By going into a national "pool," he said, the co-ops could get the same kind of impact that national advertisers get. "It's like using a rifle instead of a shotgun," he argued. Production costs, art work and time would be saved, and on top of this, the co-ops could get the economics of mass circulation by buying space in national media.

As an example he pointed out that local newspaper ads cost about $21 per thousand, while ads in national publications cost $3 per thousand. "That means," he said, "that every dollar we spend in national media can reach seven times as many people."

■ While he noted that he was not arguing that local advertising isn't important, he stressed that the national pool would enable the co-ops to save money and get greater impact to tell their story more efficiently. "The Sunkist people do," he said. "The American Dairy Assn. does and so does the Florida Citrus Commission."

One of the most important problems to be dealt with, he said, arises from the fact that most news about the rural electric program reaches the public through government press releases, creating the impression that the co-ops are part of the government. "It is time we took a lesson from Henry Kaiser," Mr. King argued. "When Mr. Kaiser borrowed money from the Reconstruction Finance Corp., he got the credit for the results. The credit didn't go to the government agency. It is time we started to take some credit.

"We need to let the general public know who we actually are, what we have actually done and why we need government funds to grow. Then with pride our members can say to themselves and to others, 'this rural electric system belongs to me. It works for me. It is my contribution to the future of my country'," he said.

■ Mr. Hodgson's presentation volunteered a little on the subject of national advertising, stressing the kind of service his agency planned to render for the silver jubilee anniversary. When he finished he summarized:

"Friends, how do you like this program? If you like it, please tell your board of directors. We are ready to become your advertising agency. Through group action you can have high quality materials at less cost. You can have an overall program to support your local public relations, advertising, and sales promotions. Obviously the more groups we work with, the less per group your cost for the materials produced. So let's get together—and get started now." #

Dell to Boost Rates on 'Romances,' Modern Group

Dell Publishing Co. has announced a new rate card, effective with July issues of *Modern Romances* and the Dell Modern Group. Circulation of *Modern Romances* will be increased from 1,000,000 to 1,100,000. Ad rate, based on a b&w page, will be increased from $2,765 to $3,190. The Modern Group rate will be raised from $5,875 per b&w page to $6,400, based on a guarantee of 2,600,000.

Garretson to Jones, Brakeley

Baldwin Garretson, formerly with St. Georges & Keyes, has joined Jones, Brakeley & Rockwell, New York, as a vp.

Sodium Bicarbonate
as an outstanding dentifrice
Write for your free copies of our educational booklets.
Church & Dwight Co., Inc.

APPROVED DENTIFRICE—*Church & Dwight Co. is stressing the value of its baking soda products as a dentifrice with this ad in three dental magazines.*

Church & Dwight Pushes Baking Soda as a Dentifrice

NEW YORK, Feb. 11—Church & Dwight Co., the baking soda giant, is using network radio for the first time in its history to highlight the fact that sodium bicarbonate is an effective dentifrice.

The company has scheduled 28 spots on NBC between Feb. 8 and Feb. 13, which also is Child Dental Health Week. Half of the commercials are one-minute spots and the other half are 30-second announcements. J. Walter Thompson Co. is the agency.

The conservative, soft-sell commercials say in part: "And on your next visit, ask your dentist about baking soda as a dentifrice. Baking soda has been recommended by dentists for generations as a safe, effective tooth powder and is the only product aside from salt that is specifically mentioned in American Dental Assn. literature for use as a dentifrice."

■ Patrick F. Curran, vp of advertising, told ADVERTISING AGE that he has received many favorable comments on the radio spots, many of them from dentists. He pointed out that the company will continue to advertise baking soda as a dentifrice with page ads in *Dental Assistant, Journal of American Dental Assn.* and *Journal of the American Dental Hygienists.*

Church & Dwight makes Arm & Hammer and Cow Brand baking sodas. Cleaning teeth is only one of more than 300 uses of the product, Mr. Curran added. #

Naegele Outdoor Issues $500,000 in Common Stock

Continental Outdoor Advertising Co., holding company for the 10 Naegele Outdoor Advertising companies, has sold $500,000 worth of its common stock to a group of Minneapolis and St. Paul business men. The sale, the beginning of a larger financing plan, is designed to secure funds for strengthening the company's cash position and expedite expansion, according to A. P. Buetow, Continental's president.

The Naegele companies enjoyed a 20% increase in consolidated gross sales last year and predict their sales in 1959 will place the group among the top five outdoor advertising companies in the U.S.

Magazine Changes Its Name

Instruments & Automation, Pittsburgh, changes its name to *Instruments & Control Systems* beginning with its February issue to "more clearly define its editorial scope and area of reader interest."

Talk About Advertising's Role in U.S. Usually Pompous, Fatuous: Gossage

(Continued from Page 1)

Unfortunately, most advertising doesn't involve people, it just includes them with others, he remarked.

Mr. Gossage said too often advertising men come to a point where the consumer is one of a faceless public, and their advertising reflects that attitude. The most important contribution advertising men can make is having "the innate confidence people out there are actively interested" in what the adman has to say—and they are.

In a discussion of creativity in broadcast advertising, Maxwell Arnold, vp, Guild, Bascom & Bonfigli, San Francisco, termed 1958 as the year in which humor finally was widely accepted as a technique in advertising.

He thinks the need for professional writers is also a new development. In his agency, he reported, only writers are hired as copywriters. It is believed advertising can be taught in the agency, but not good writing. The total advertising experience of all people in the creative department of his agency was exactly six months, before they joined it.

Mr. Arnold said he believes in the use of humor in advertising, but it must be handled with care and tailored to the product. "The time to stop using humor," he quipped, "is when sales go so high, you can no longer afford to risk humor."

The search for the unexpected, the element which does not allow people to predict what will be in a commercial, should be continuous. Currently, he said, his agency is seeking something new visually. One idea being considered is using less than the full screen, much like white space is used in print.

■ Speaking of creativity from the management level, Selig Seligman, vp and general manager of KABC-TV, Los Angeles, declared that unfortunately the greater the sums of money involved the greater the pressure to play it safe to keep out of trouble. Anyone in a large organization gets orientation in this philosophy, which tends to force individuals into a mold, he said.

Because of these pressures, management must lead in fostering creativity by continually asking "what's new," and encouraging new ideas, change and innovation, through providing an attitude and atmosphere. This attitude and atmosphere are vital, he said, because creativity is not the exclusive property of a writer, but requires a full team effort.

■ Discussing television commercial techniques, Earl Klein, Animation Inc., Hollywood, said it is axiomatic that when you play it safe, you cannot look for startling results. Outstanding work comes when creative people are relieved of inhibitions.

Reviewing recent developments in production techniques, he listed the photo squeeze and supers, which are white on black, as most noteworthy. The former consists of the use of selected still photographs which are timed out to the best of music. Unusual effects can be achieved, and cost is from 50% to 75% less than for a comparable conventional commercial.

Supers are adaptable to a number of uses, Mr. Klein pointed out. They can be run by themselves, superimposed on live action as has been done by Gillette, and also over film, to achieve effects. The use of supers saves the cost of painting backgrounds. In a cost comparison, he said that where an animated 20-25 second commercial will cost from $3,000 to $3,500, a super will cost from $2,200 to $2,500; where a full minute of animation will cost $7,000 to $8,000, a super will cost from $6,200 to $6,500.

■ Gene Duckwall, vp, Foote, Cone & Belding, Los Angeles, said the investing of advertising dollars is becoming increasingly complex, and demands a new look at strategy and the underlying reasons for purchase of media. Presenting his thinking on the buying of media, he said there can be no formula, but it is helpful to have ground rules.

Media should be chosen in relation to the entire marketing problem. A first consideration is the interest factor in a product or service. This can range from enthusiasm to apathy. Price controls interest of the consumer, and his readiness to buy. In general, the higher the unit cost of a product, the less the frequency of purchase.

In the selection of media, Mr. Duckwall differentiates between directory type of advertising and intrusive. The yellow pages of the phone book are at one end of the scale of directory advertising, which ranges through print media to Sunday magazines, which come closer to such intrusive media as radio and television.

In the allocation of a budget, the objective is first to use the media which are best suited for the product: Directory-type for products with high interest and intrusive for products with low consumer interest.

■ Dave Fenwick, Robinson, Jensen, Fenwick & Haynes, Los Angeles, said that to him the most tragic aspect of media presentations is their emphasis upon statistics. "Practically all media sell on the basis of a specific audience which was determined by survey designed to get that result." This leads to such approaches as a station declaring it has 72% of the market; however, the station cannot tell you what coverage you will get with your spot schedule.

He believes an advertiser does not get what he is buying when there is triple spotting and refuses to buy from such stations. Mr. Fenwick views radio and television basically as mediums for the long haul and does not buy time unless he expects to continue with it for one or two years. "If you stay with a broadcast medium, you can reach everyone over a period of time." If you can't buy on a long term basis, it is best to stay out, he said.

The only time short haul schedules in broadcast media can be useful is for hard-hitting saturation schedules for a new product or similar situation, Mr. Fenwick asserts. To him the most important thing to know is that a purchase is a good buy for the money and that it allows a proper presentation of the product within the framework of the medium used. #

'BH&G' Sets Western Edition

Better Homes & Gardens will publish a western edition covering 11 Pacific and Mountain states, Alaska and Hawaii, effective with the May issue. Advertising rates will be based on a circulation of 800,000 six-months average net paid as follows: b&w page, $4,350; b&w half page, $2,400; four-color page, $6,000; four-color half page, $3,525. A b&w half page is the minimum unit for acceptance. Closing date for all units of space will be the 27th of the third preceding month.

CBS-TV to Probe Print Medium in Two Telecasts

NEW YORK, Feb. 12—Television, which is constantly being weighed and found wanting by newspapers and magazines, will soon be doing some sizing up of its own.

CBS Television, which along with the rest of the video industry has been smarting at the barbs of *Fortune, Life*, etc., has decided that now is a good time to take a look at journalism and see how it is living up to the great challenge of modern life.

The first program in this two-part appraisal of U.S. journalism will be titled, "Is American Journalism Meeting Its Responsibilities?" Among the participants on this symposium will be John Fischer, editor-in-chief of *Harper's Magazine;* Barbara Ward, former editor of *The Economist*, and Sig Mickelson, general manager of CBS news. This show will be televised April 5 at 2:30 p.m., EST.

■ The second program will seek the answer to the question—"Is the American Public Getting the Information It Needs?" Booked for this telecast are James Reston, Washington correspondent of the *New York Times*; Arthur Schlesinger Jr., historian, and Robert Swezey, general manager of WDSU and WDSU-TV, New Orleans, and head of NAB's freedom of information committee. Eric Sevareid will moderate the programs.

Don Hollenbeck presented a program called "CBS Views the Press" several years ago on CBS Radio. His caustic critique of newspapers and magazines was dropped reportedly after there had been a barrage of squawks from some of his targets. #

Men's, Boys' Wear Institute Cuts Back Ads, Names North

NEW YORK, Feb. 13—American Institute of Men's & Boys' Wear has switched its advertising from Batten, Barton, Durstine & Osborn to North Advertising. The institute said it was dropping out of consumer advertising for a business paper campaign costing "slightly less than $100,000." Last year the institute spent about $700,000.

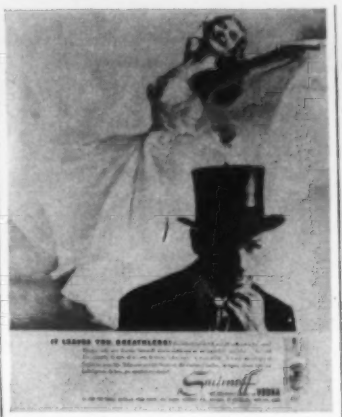
National advertising was "the most controversial thing the institute ever got into," said Louis Pfeifle, president, today. "About 90% of our members felt our advertising was pretty nebulous."

The institute, which originally talked of $1,000,000-plus budgets for consumer advertising, had trouble raising that kind of money from members, who were expected to contribute ad funds on the basis of a specified percentage of business volume. Now the institute has scrapped that approach and has put a ceiling of $10,000 on individual dues. This has resulted in lowered promotion budgets.

Mr. Pfeifle said the 1959 public relations and publicity budget for the institute would range from $300,000 to $400,000. #

Two Join DCS&S

Harry E. Sandford, formerly with Cortez F. Enloe Inc., has joined the professional drug division of Doherty, Clifford, Steers & Shenfield, New York, as an account executive. Robert McQuinn Jr., previously with L. W. Frohlich & Co., has joined Doherty, Clifford's professional drug division as an assistant account executive.



ADDED—*Heublein Inc. pictures women for the first time in its Smirnoff vodka ads in a color-page campaign starting this month in Esquire, Holiday, Life and The New Yorker. Heublein first showed women in its mixed cocktail ads last fall (AA, Nov. 24). Lawrence C. Gumbinner Agency, New York, is the agency.*

Abrams Resigns Ad Post at Revlon; to Head Other Marketer

(Continued from Page 1)

name his future affiliation, he is believed to have held conversations with Helena Rubinstein Inc. and Warner-Lambert Pharmaceutical Co.

As Revlon's top adman, Mr. Abrams set an employment longevity record in one of the cosmetic business' toughest and best-paying ad jobs. He came over from Block Drug Co. in August, 1955, with a three-year contract, which was renewed through this August. But a second renewal was not expected.

■ Mr. Dahlmann was with Revlon just short of two years as a marketing manager when he left in December, 1957, to join BBDO.

Mr. Goren has been at Lehn & Fink for six years and in his latest post was in charge of marketing, sales, advertising promotion and merchandising for the division. #

Waldie & Briggs Adds Two; Names Richard Bueschel

Waldie & Briggs, Chicago, has been appointed to handle advertising for Columbia Pipe & Supply Co., Chicago, and *Consulting Engineer*, St. Joseph, Mich., monthly trade publication. The agency also has named Richard M. Bueschel account manager. Mr. Bueschel formerly was with the Chicago office of Erwin Wasey, Ruthrauff & Ryan.

ED STERN *has been appointed advertising manager of Dormeyer Corp., Chicago, succeeding Ralph Wallsten, who resigned. Mr. Stern joined Dormeyer in October, 1958. At the same time, Allan Rosenblum, formerly with Kutner & Kutner, has been named assistant advertising manager of Dormeyer, a post which has been vacant for some time.*

Last Minute News Flashes

Clint Frank Gets $1,500,000 Bissell Account

GRAND RAPIDS, MICH., Feb. 13—Bissell Carpet Sweeper Co. has appointed Clinton E. Frank Inc., Chicago, to handle all its U. S. advertising, effective July 1. The account is expected to bill about $1,500,000 in 1959, out of a total ad budget of $2,000,000, Bissell says. Leo Burnett Co., the current agency, resigned the account earlier this year because of a "product conflict" (AA, Jan. 26). Frank, which added Hamilton Beach Co. last summer (AA, July 14, '58), says that neither Bissell nor Hamilton Beach considers Hamilton's vacuum cleaners and the carpet sweepers in conflict.

NBC Radio Says Stations Take 'Stardust' Plan

NEW YORK, Feb. 13—NBC Radio reports several stations have accepted the extension of the "Stardust" plan, which provides 17 five-minute big name vignettes daily, to be sold half by the network and half by stations (*see story on Page 2*). The network will compensate stations for time sold; they will be charged a co-op fee, whether or not they sell their half, but NBC said the co-op fee will never exceed the compensation, since the difference will be "washed out." Stations can make money on the network portion of these segments if it is 92% sold out. The price to advertisers: $21,000 weekly for approximately 42 announcements.

Brooke, Smith Gets Enlarged American-Standard

NEW YORK, Feb. 13—American Radiator & Standard Sanitary Corp. has named Brooke, Smith, French & Dorrance, Detroit, to handle advertising and merchandising counseling for its new American-Standard industrial division. The division was formed recently by the consolidation of the American Blower, Kewanee Boiler and Ross heat exchanger divisions. American Blower was with Brooke, Smith; Kewanee was with Arbingast, Becht & Associates, Peoria, Ill., and Ross with Harold Warner Co., Buffalo.

Sherwood Dodge Joins Warwick & Legler as VP

NEW YORK, Feb. 13—Sherwood Dodge, who resigned recently as exec vp of Fletcher D. Richards Inc., will join Warwick & Legler March 1 as vp and marketing director.

Carlock Will Join Compton Advertising

NEW YORK, Feb. 13—M. E. (Mike) Carlock, who resigned the vice-chairmanship of Calkins & Holden last October after the breakdown of merger talks with Burke Dowling Adams Inc. and then joined the Adams agency in November as chairman, has resigned this post and will join Compton Advertising. The Adams agency is currently engaged in merger negotiations with St. Georges & Keyes.

Donahue & Coe Gets Plymouth Gin

NEW YORK, Feb. 13—Coates Plymouth gin, formerly imported and distributed by Munson G. Shaw Co., has been moved to Schieffelin & Co. Advertising on the brand has been moved to Donahue & Coe from Fuller & Smith & Ross. A new advertising campaign will be launched in May, and Plymouth gin will be introduced in a newly designed bottle at 94.4 proof. It has been 89 proof.

Archery Equipment Maker Names Roche, Rickerd

PINE BLUFF, ARK., Feb. 13—Ben Pearson Inc., manufacturer of archery equipment and a mechanical cotton picker, has named Roche, Rickerd & Cleary, Chicago, to handle its advertising, effective immediately. The account bills about $100,000. Brooks-Pollard Co., Little Rock, is the previous agency.

Direct Mail Hits New High; Other Late News

• **Direct Mail Advertising's** estimated dollar volume for 1958 was $1.8 billion, an alltime high, and an 8% increase over 1957, according to figures to be released Feb. 16 by Arthur E. Burdge, president of the Direct Mail Advertising Assn., New York. Total advertising expenditure for direct mail reportedly is second only to that of newspapers.

• **General Preserve Co.**, Brooklyn, packer of Honeydew jams, jellies and preserves, has appointed L. H. Hartman Co., New York, its first advertising agency.

• **Robert Bosch Corp.**, New York, has appointed Schoen Coordinated Advertising, New York, to handle advertising for the imported Blaupunkt car radio. E. T. Howard Co. is Bosch's agency of record. Betty-Anne Schoen, president of the agency, also announces acquisition of the Nu-Vie Products account. Nu-Vie distributes Vita-Bath, vitamin-enriched bath product.

• **Standard-Thomson Corp.**, Boston, maker of automotive thermostats, has named Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, to handle its advertising and merchandising. Point of purchase and trade publications will be used.

• **Nehi Corp.**, New Orleans, is about to launch a $1,000,000 national consumer campaign for Royal Crown Cola, using a new theme, "the fresher refresher." The drive, billed as the biggest in the company's history, was to be unveiled Feb. 14 at a national meeting of Nehi bottlers. The campaign breaks with a color page in the Feb. 17 issue of *Life*, which will be followed by pages in *Look* and *The Saturday Evening Post*. Also scheduled are radio and tv spots, plus 24-sheet poster showings in Nehi markets. D'Arcy Advertising Co. is the agency.

• **Ingersoll-Kalamazoo** division of Borg-Warner Corp. has named two new agencies to handle initial advertising campaigns for two product lines. Roark & Colby Advertising, Chicago, will promote missile hardware in missile and space publications and metalworking magazines. E. H. Brown Advertising Agency, Chicago, will place advertising in military publications for the division's special purpose amphibious vehicles. Paxson Advertising, Benton Harbor, Mich., handles advertising for Ingersoll-Kalamazoo's materials handling equipment.

• **Clissold Publishing Co.**, Chicago, is negotiating to purchase *Hotel Monthly*, published by John Willy Inc., Evanston, Ill.

• **Lever Bros.** has snared one of the biggest names ever to be featured in tv commercials; beginning Feb. 16, Mrs. Franklin D. Roosevelt will be seen in filmed commercials on four daytime network tv shows, discussing her use of Good Luck margarine. She also will talk about the problem of the world's undernourished peoples.

'Missiles' Editors Quit to Put Own Books in Orbit

Muhlfeld Replaces Hurt on 'Missiles'; O'Mara Is Named 'Airlift' Ad Head

WASHINGTON, Feb. 13—The publishers of *Missiles & Rockets* completed a top-level reorganization of the business staff this week, only to find themselves confronted with a major defection by editorial people.

In the business staff reorganization, which got under way last week, Edward D. Muhlfeld, who has been national advertising sales manager for the past two years, has been brought here from New York to replace C. Allen Hurt as assistant publisher (AA, Feb. 9).

Walton E. Brown, who has been West Coast regional advertising manager, is transferring from Los Angeles to New York to replace Mr. Muhlfeld, and Paul (Pete) Kenny, who has been regional advertising manager covering New York and New England, has been advanced to the newly created post of eastern sales manager, supervising sales activities on the entire East Coast. A successor is to be appointed to replace Mr. Brown as West Coast regional advertising manager.

■ On *Airlift*, which will replace the company's *American Aviation* in April, Gerald T. O'Mara, formerly New York regional sales manager of *Missiles*, has moved over to become national advertising sales manager of the renamed publication.

Editorial difficulties erupted Tuesday when a group of five top editors of *Missiles & Rockets* announced they were forming their own company to publish a series of trade publications for the missiles and space industries.

The group included Erik Bergaust, editor of the magazine, and three of the five associate editors in the Washington office.

Leonard A. Eiserer, exec vp and general manager of American Aviation Publications Inc., which owns *Missiles & Rockets*, said the company has known for some time that some of the editors have been considering the formation of a new company, but that he was taken by surprise when the resignations were offered on Tuesday morning. He said members of the group offered to remain for two weeks, but their offer was rejected.

■ "During the past six months," Mr. Eiserer said, "Erik Bergaust has given decreasing attention to editorial problems of *Missiles & Rockets* and has been engaged little in the editing and editorial direction of the magazine.

"In anticipation, we appointed Clarke Newlon as executive editor last Sept. 1, with full responsibility for editorial performance."

Departing editors have formed Eastmont Corp., with Mr. Bergaust as publisher and editor. He said a series of publications is planned devoted to individual segments of the "space" business.

By contrast, Mr. Eiserer said *Missiles & Rockets* is devoted to the "weapons system concept" covering ground equipment, all missile carrying weapons—land, sea and air—logistics and maintenance facilities, in addition to the basic missile itself. #

Weiner Joins McVicker

Mort Wiener, formerly ad manager of Bohn Duplicator Co., has joined McVicker & Higginbotham, New York, as creative director.

T

TIME often determines the difference between profit and loss. There is a time more right than any other when customers go to market . . . there is a "let's talk it over" time and a TIME OF PURCHASE.

O

OF importance to every advertiser is this fact: LIVING's reader-families are in this TIME OF PURCHASE . . . constantly buying, spending and stocking up on household merchandise that will last for years to come (non-advertisers please note!)*

P

PURCHASE means homes, furnishings and household appliances — mountains of merchandise — accumulated in a short span of time. Retailers recognize this Time Of Purchase . . . During 1958, LIVING had more than 1 million lines of local tie-in ads sponsored by leading retail and department stores . . . in top place over the next two selective home magazines!**

The Time Of Purchase Magazine

LIVING
FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION

*Source: Department of Commerce Survey showing how once in the home, merchandise stays and stays.

**Source: Advertising Checking Bureau.

Follow NAB Code or Lose Freedom, Doerfer Warns

(Continued from Page 3)

program. Only a little more than 300 of the 515 commercial tv stations and fewer than 700 of the more than 3,600 am and fm radio stations are code stations, he lamented, though many others abide by the codes in principle.

■ He conceded that FCC has only revoked two licenses in its history, but he said the commission still exercises a good deal of influence through a "lifted eyebrow" form of regulation.

When complaints of code violations and other excesses come to its attention, complaints are investigated, and put in the broadcaster's file for use at renewal time or in the event he applies for additional facilities, he said. Or sometimes they are turned over to the Federal Trade Commission.

He revealed that in a typical month, FCC got fewer than 100 complaints from the public. In December, at the peak of the controversy over the prospect of liquor commercials on the air, it got 21 complaints about possible liquor broadcasts on radio and six on tv.

In the same month, it received nine complaints about excessive advertising on radio stations and 16 on tv; four complaints—two for radio and two for tv—about failure to receive prizes or money back; 20 complaints—10 for radio and 10 for tv—claiming that false and misleading ads were broadcast; seven complaints of "offensive" material (three radio, four tv) and four complaints about tobacco advertising, evenly split between radio and tv.

■ On the same panel, FTC Chairman John Gwynne stressed his commission's increasing interest in voluntary industrywide procedures to eliminate bad practices, and expressed appreciation for help it is getting from AFA and other groups.

"Congress can never appropriate enough money to handle all these matters on a case-by-case basis," he observed. "With the money that is available, the commission does the best it can, both in selecting cases with the greatest economic importance and in prosecuting them to a final conclusion."

Under questioning he said FTC has no punitive purpose in turning over to FCC copies of complaints and orders involving products advertised on radio and tv stations.

He explained that under a liaison arrangement completed two years ago, FTC keeps FCC informed on these matters "as a matter of courtesy."

"It is a matter of public record anyway," Mr. Gwynne said. "So we just turn over copies of the documents to them for their information, to do whatever they please with it."

■ Also on the panel was Harold T. Swartz, assistant internal revenue commissioner, who outlined the background of a pending regulation broadening the definition of expenditures for lobbying and propaganda, which are not deductible for tax purposes.

Earlier in the day, AFA members had been warned that the new regulation endangers institutional advertising dealing with controversial subjects.

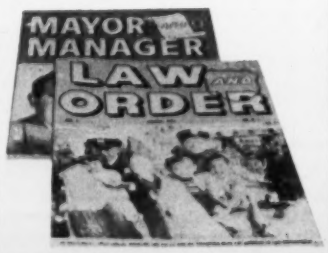
Mr. Swartz said Internal Revenue Service is under a statutory responsibility to disallow any deduction for lobbying or propaganda, but has lacked "guidance" from Congress and the courts. He claimed the proposed rule seeks to provide more definite "guidance" for taxpayers than rules which have been in effect since 1923.

■ No further action is likely, he said, until the Supreme Court rules on two cases currently awaiting decision, where the Internal Revenue Service disallowed expenditures for advertising by beer wholesalers to fight a "dry law" referendum.

"In these cases," Mr. Swartz said, "the courts agreed there was nothing immoral or wrong about the ad expenditures and that the advertising was actually in the public interest because it provided useful information to voters. But the court found that these expenditures simply did not qualify as business expense deductions under the internal revenue regulations." #

MEET THE
MUNICIPAL MARKET

These mayors and city managers, 7,500 strong, from coast to coast, are heavy spenders in the municipal market. Your sales message in their quarterly magazine can help them make better investments of public funds. Give them your facts and figures!



This monthly textbook on law enforcement commands the respect and attention of more police chiefs and executives everywhere. Its focused issues can spotlight your products and services for this field and help you make volume sales. Five year success record. 11,325 audited circulation!

BPA NBP

MAYOR and MANAGER LAW and ORDER
72 West 45th Street • New York 36, N.Y.

'TOTAL ELECTRIC HOME'—This four-color spread followed by a single page will comprise a three-page ad in Life May 18 for Westinghouse Electric Corp.'s "total electric home." The ad is part of a $2,500,000 drive for "total electric living," which begins this month on tv (AA, Jan. 26).

CRITICAL READERS
LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed

LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.

BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York Chicago San Francisco
107 William 175 W. 100 Bush
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Goerl Shop's $375 Motive Study Keys German Tourism Ads

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tising budgets ranging from $100,000 to $750,000."

■ Mr. Goerl said he tried to compensate for the lack of funds by searching for fresh ideas. Four years ago he suggested a motivation research study, but the small budget could not stand the cost. So the agency rounded up a group of college students and conducted a low-cost study among several hundred persons who had made overseas trips. The study cost $375.

Results showed that travelers attach great value to (1) gifts and souvenirs they bring home and (2) snapshots they make abroad.

Taking this as its point of departure, the agency invested the entire 1958 budget in one b&w ad, which showed a young couple in their living room surrounded by cuckoo clocks, cameras, Bavarian costumes and other items from Germany. The ad, which ran in *Holiday*, *The New Yorker* and *Time*, carried the headline: "Look what the Carters brought back from Germany."

Continuing this approach, the 1959 ad shows a young couple hanging pictures they took on their trip: "The Grants decorated their home with pictures they took in Germany."

■ Mr. Goerl says the increased U.S. tourist traffic to Germany shows the efficacy of his agency's work.

"In 1949," he points out, "the year before Germany started its tourist promotion in this country, less than 38,000 Americans visited Germany. In that year England and France each had more than 250,000 American tourists.

"In 1958, more than 400,000 Americans toured Germany; the number of those who visited England and France was only about 20% more." #

Eisner to Smith/Greenland

Al Eisner, formerly advertising manager of United Grocer's Co., has joined Smith/Greenland Co., New York, in the account service department.

Benco Appoints Lashin VP

Hal Lashin, formerly with Dr. Denton Knitting Mills, has joined Benco Togs, New York, as vp in charge of advertising and promotion.

Cobbler Capezio Offers Polka-Dotta 'Stamps' as Spoof

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to collect the "something nice," which turned out to be a Polka Dotta charm to wear.

If their customers were "mad enough" for that, the company figured, they'd be mad enough to go along with the trading stamp spoof. So this year's ad consists of a sheet of 49 stamps. Each stamp depicts the Polka-Dotta (now appointed postermaster general) in a different attitude. Under each is a one-word explanation, such as "Gambol," "Yak," "Nonconform," "Plie," "Pooh."

To keep up its airborne tradition —Capezio people allegedly "dance when they walk and float when they dance"—each stamp is marked "via air" and the caption enjoins, "be sent by Capezio." The ad also offers readers a Capezio stamp-redeeming book.

■ The stores take it from there by giving out one stamp with the purchase of each pair of Capezios, Stemwear or Leotites. The redeeming books are available in stores as well as through the ad. The premiums offer more whimsy than value: For one stamp, the customer has her choice of either an autographed picture of Polka-Dotta, or a Polka-Dotta orange charm to wear. For two stamps she chooses either a golden Capezio tie clasp or charm. Three stamps: a jar of jam from the "garden of Polka-Dotta" or a box of Polka-Dotta napkins. For five stamps there are three choices: A stuffed figure of Polka-Dotta, 14" high, Capezio coasters, or a miniature satin ballet slipper. Ten stamps bring a Polka-Dotta bag to hang Capezios in.

Capezio's first stamp issue was announced to stores by an official-looking "notice" of the kind usually posted in post offices. A blow-up of one of the stamps is being used as a counter card. Ad mats "and other news of the state" will be presented in "The Capezio Trumpet" which is published quarterly with the motto, "all the news that's fit to footprint."

The agency behind it all is Hockaday Associates. #

N.Y. Ad Planners Formed

A new professional group, New York Advertising Media Planners, has been formed with the following elected officers: Newman F. McEvoy, senior vp and media director of Cunningham & Walsh, president; W. E. Matthews, vp and director of Heineman, Klienfeld, Shaw & Joseph, vp; William Schink, vp and media director of G. M. Basford Co., treasurer.

Pream or Cream?

HARD SELL—*MPR Dietetic Laboratories, Columbus, O., launches a new campaign with this page in the Feb. 21 Saturday Evening Post. The campaign includes nine full pages in the Post, more than double the 1958 schedule. Benton & Bowles, New York, is the agency.*

Al Mitchell takes the stand for electronics

I. Allen Mitchell is President and a founder of United Transformer Corporation, a company which placed its first advertisement in **electronics** more than 25 years ago.

United Transformer manufactures 700 stock items for virtually every application in the electronics field. Mr. Mitchell is a graduate engineer who entered college at the age of 14. At 16 he was the chief engineer of a transformer company and at 18 the director of engineering.

Do you, Mr. Mitchell, directly or indirectly influence the purchase of electronic equipment for your organization?

Naturally, I do.

Do you use the electronics BUYERS' GUIDE as your source book for electronic purchases?

Yes. I keep it available in my office at all times.

How long have you been a subscriber to electronics?

Since the day of its inception.

Why have you continued to pay for electronics when you can receive ten other electronic publications free?

To me electronics has a peculiarity. It has excellent technical coverage. It has the most pages of advertising, and naturally I want to keep abreast of the industry in terms of the products shown in the ads.

For a number of years your company has reserved the inside front cover of electronics for its sales messages. What is behind this decision?

Basically, we are a key manufacturer in our field for engineering products. As such we prefer to maintain a prestige position in the prestige magazine of our industry.

If it's about electronics, read it in **electronics**

electronics

Published WEEKLY plus the mid-year electronics BUYERS' GUIDE

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

McCall's Advertising Revenue and Linage

up in January
up in February
up in March!

Advertising... McCall's is the only major women's magazine to show gains over 1958 in both advertising revenue and linage in each of the first three months of 1959.

Circulation... On top of a record-breaking December issue, January McCall's has beaten the same issue for 1958.

Editorial ... For 1959, McCall's editors already have made the largest money commitments for editorial material in the history of women's magazines. This editorial program calls for an increased number of pages — and the greatest number of editorial pages with four-color printing of any magazine in the world.

Use-Tested Program ... Expansion of McCall's unique Use-Tested Program now gives advertisers of practically all products sold in supermarkets, drug stores and department stores the powerful point-of-purchase selling help of McCall's Use-Tested endorsement.

Today, and throughout 1959, McCall's offers advertisers more than ever before—in quality, in quantity, and in influence with millions of women and their families.

THE MAGAZINE OF TOGETHERNESS
...CIRCULATION NOW MORE THAN 5,300,000

McCall's